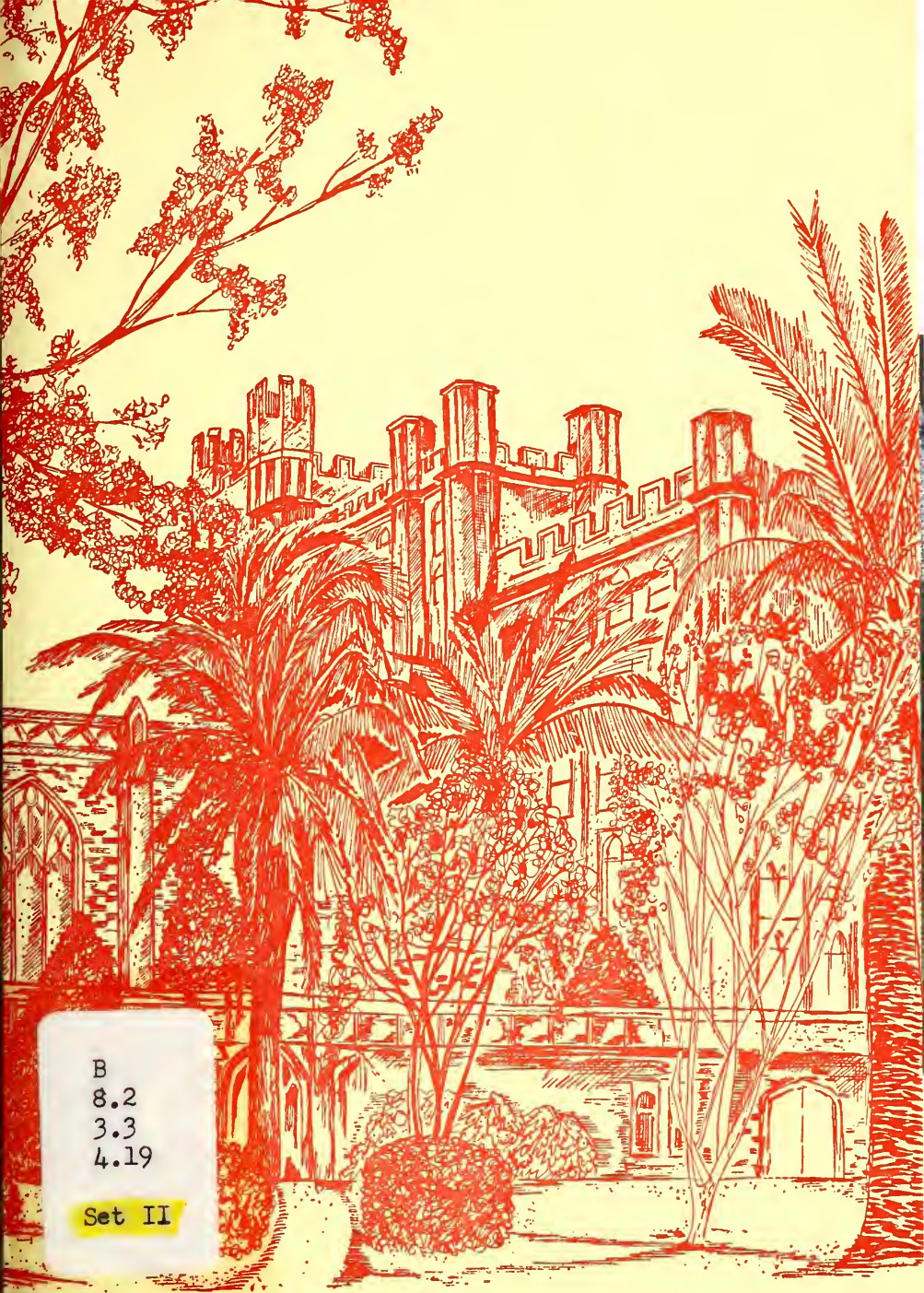

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COLLEGE OF BUSINESS ADMINISTRATION

LOYOLA UNIVERSITY BULLETIN

ANNOUNCEMENTS 1964-1965

VOL. XLVI, No. 3 New Orleans, La. April, 1964

BUSINESS ADMINISTRATION

FOUNDED IN 1947

Member of the American Association of Collegiate Schools of Business.
Member of the Southern Association of Colleges and Secondary Schools.
Member of the National Catholic Educational Association.
Member of the Jesuit Educational Association.
Member of the Association of American Colleges.

LOYOLA UNIVERSITY BULLETIN

Vol. XLVI APRIL, 1964 No. 3

Published in the months of January, March, April, May, June, August September, and biennially in December starting in 1952

Entered as Second-Class Matter April 27, 1925, at the Post Office at New Orleans, La., under the Act of August 24, 1912

Loyola University, Incorporated April 15, 1912. Authorized to grant degrees by The General Assembly of Louisiana for the year 1912.

The Legal and Corporate Title of the University is
"Loyola University, New Orleans"

All donations, endowments, legacies, bequests, etc., should be made under this title.

Cover Design: WILLIAM TOYE

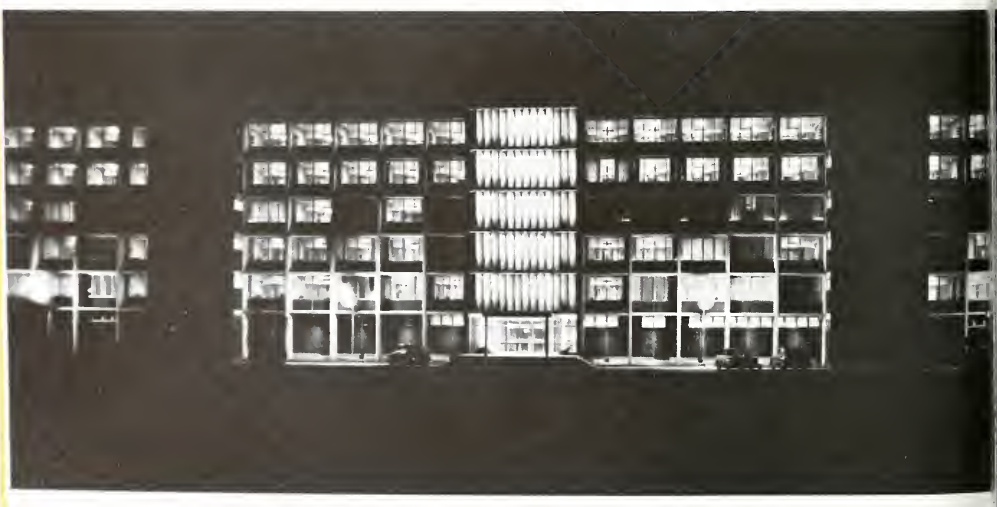
Marquette Hall, university administration building.

LOYOLA UNIVERSITY
IN NEW ORLEANS

University library houses 200,000 volumes.

Holy Name of Jesus church is located on campus.

Night view of Biever Hall, men's residence hall.



Ad Majorem Dei Gloriam

LOYOLA UNIVERSITY

NEW ORLEANS

COLLEGE OF BUSINESS ADMINISTRATION

1964 - 1965

6363 St. Charles Avenue
New Orleans, La. 70118
Telephone: 866-5471

1964 - CALENDAR - 1964

JANUARY

S	M	T	W	T	F	S
			★	★	★	★
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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JULY

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OCTOBER

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FEBRUARY

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MAY

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JUNE

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27	★	★	★	★		

1965 - CALENDAR - 1965

JANUARY

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AUGUST

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NOVEMBER

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MARCH

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JUNE

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SEPTEMBER

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DECEMBER

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Academic Calendar

1964

JUNE

S	M	T	W	T	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
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15-16 Registration for Summer Session in New Orleans.

17 Classes begin in New Orleans.

18-19 Registration for Summer Session in Mexico City.

22 Classes begin in Mexico City.

JULY

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26	27	28	29	30	31	

23-24 9:00-12:00 A.M. Registration Second Term. Summer School.

27 Classes begin.

31 St. Ignatius Day. University Holiday.

AUGUST

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30	31					

10 Schedules available for students' review.

14 Latest date for changes in class schedules without charge.

15 Feast of the Assumption. University Holiday.

29 Second term Summer School ends.

SEPTEMBER

S	M	T	W	T	F	S
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20	21	22	23	24	25	26
27	28	29	30			

14-19 Freshman Orientation and Registration.
17-18 Registration of Sophomores, Juniors, and Seniors.
19 Registration of Saturday Classes.
21 Official opening of Fall Semester with Mass of the Holy Spirit at 12:00 N.
22 Lectures and Classes begin at 8:10 A.M.
25 Terminal date for admissions.

OCTOBER

S	M	T	W	T	F	S
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2 Latest date for changes or official dropping of courses. (Grades of WP or WF will be given in those courses dropped after this date.)

NOVEMBER

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29	30					

13-20 Mid-semester examinations.

24 Thanksgiving Holidays begin after last class.

30 Classes resumed.

DECEMBER

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8 Feast of Immaculate Conception. University holiday.

19 Christmas Holidays begin after last class.

1965

JANUARY

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4	Classes resumed.
18-28	Final examinations.
28	End of Fall Semester.
29-30	Mid-session Holidays. Registration of new students.

FEBRUARY

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1	Classes begin for Spring Semester. Fee for late registration.
12	Latest date for changes or official dropping of courses. (Grades of WP or WF will be given in courses dropped after this date.)
18	Latest date for application for candidates for degrees to be conferred in June, 1965. Graduation fees due.

MARCH

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28	29	30	31			

1-2	Mardi Gras. University Holidays.
19-26	Mid-semester examinations.

APRIL

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14	Easter Holidays begin after last class.
20	Classes resumed.
26-30	Pre-registration for academic year 1965-1966.

MAY

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30	31					

3-12	Pre-registration continues.
12	Award Day at 11:00 A.M. in Field House.
17-20	Senior examinations.
21- 1	Final examinations for underclassmen.
27	Ascension Thursday. University Holiday.
31	Baccalaureate Mass 5:00 P.M.

JUNE

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20	21	22	23	24	25	26
27	28	29	30			

1	Commencement Exercises 8:00 P.M.

LOYOLA UNIVERSITY

COLLEGE OF BUSINESS ADMINISTRATION

Founded in 1947

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[10] Resignation effective summer of 1964.

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[1°] On leave of absence.

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Winston R. deMonsabert, ph.d., *Professor of Chemistry.*

Anthony DiMaggio, III, ph.d., *Assistant Professor of Biochemistry.*

Rev. Edward A. Doyle, s.j., ph.d., *Dean of Faculties; Dean of the College of Arts and Sciences; Associate Professor of Education.*

Timothy L. Duggan, m.s., *Associate Professor of Medical Technology.*

Crozet Duplantier, m.a., *Visiting Lecturer in Journalism.*

James W. Dyson, a.m., *Associate Professor of Library Science.*

Gerald J. Eberle, ph.d., *Professor of English.*

J. Donald Edelman, m.a., *Instructor in Classical Languages.*

Captain Louis N. Elmore, Jr., b.s., *Assistant Professor of Military Science.*

Doris B. Farrar, b.s., *Visiting Lecturer in Chemistry.*

Edward J. Feeley, ph.d., *Associate Professor of Virology.*

Rev. Joseph H. Fichter, s.j., ph.d., *Professor of Sociology.*

Esther J. Field, m.a., *Visiting Lecturer in English.*

Mary C. Fitzgerald, m.ed., *Assistant Professor of Education.*

William E. Franklin, ph.d., *Associate Professor of Chemistry.*

Edwin P. Fricke, ph.b., *Moderator of the Loyola Maroon and Wolf; Instructor in Journalism.*

William C. Gardiner, m.a., *Associate Professor of Education.*

Henry A. Garon, m.s., *Assistant Professor of Physics.*

Lucille Godelfer, a.b., *Instructor in Medical Technology.*

William A. Gordon, ph.d., *Associate Professor of English.*

Edda Haas, b.s. in m.t., *Instructor in Medical Technology.*

Don Fessler Hamlin, m.a., *Assistant Professor of History.*

Anna Josephine Harnan, m.t., *Instructor in Hospital Training.*

William H. Harris, Jr., m.d., *Professor of Medical Technology.*

Ralph Milo Hartwell, m.d., *Professor of Medical Technology.*

George Hauser, m.d., *Professor of Medical Technology.*

Rev. Elwood P. Hecker, s.j., m.ed., *Assistant Professor of Theology, University Chaplain.*

Andree Heller, b.m., *Associate Professor of French.*

Ambrose J. Hertzog, m.d., *Professor of Medical Technology.*

Rev. Alvin J. Holloway, s.j., Cand. ph.d., *Instructor in Philosophy.*

Mark Daniel Horne, ph.d., *Professor of English.*

Allan Jacobs, m.a., *Visiting Lecturer in Television.*

John A. Joerg, m.a., *Instructor in English.*

Rev. Homer R. Jolley, s.j., ph.d., *Professor of Chemistry.*

Rev. John F. Keller, s.j., m.s., *Associate Professor of Mathematics.*

Gregory T. Kohles, m.s., *Instructor in Psychology.*

Joseph C. Kunkel, a.m., *Instructor in Philosophy.*

*Anthony Lala, m.a., *Instructor in English.*

Francois H. Lapointe, ph.d., *Associate Professor of Psychology.*

Hung S. Lee, ph.d., *Visiting Lecturer in Chemistry.*

Rev. Guy J. Lemieux, s.j., a.m., *Professor of Philosophy.*

Alvin J. Lowe, cand., ed.d., *Instructor in Education.*

Mary Hope MacDonald, ph.d., *Associate Professor of Chemistry.*

Rev. Thomas F. Maher, s.j., a.m., *Associate Professor of English.*

George L. Marcoulier, ed.d., *Assistant Professor of Education.*

Rev. Karl A. Maring, s.j., ph.d., *Professor of Physics.*

Rev. Donald J. Martin, s.j., b.s., *Instructor in Theology.*

Leo R. McLean, b.s., *Visiting Lecturer in Journalism.*

Ruth McShane, a.m., *Assistant Professor of Education.*

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* On leave of absence.

Edmond L. Merilh, m.s., *Professor Emeritus of Histology.*

Rev. Vincent P. Miceli, s.j., ph.d., *Assistant Professor of Philosophy.*

Albert P. Monlezun, Jr., b.s., *Instructor in Mathematics.*

Rev. Henry R. Montecino, s.j., a.m., *Associate Professor of Philosophy.*

Walter G. Moore, ph.d., *Professor of Biology*

Sfc. Domingo Morado, *Assistant Instructor in Military Science.*

Thomas J. Moran, ph.d., *Associate Professor of Education.*

Scranton A. Mouton, m.f.a., *Instructor in Speech.*

Rev. John H. Mullahy, s.j., ph.d., *Professor of Biology.*

Elizabeth Norsworthy, b.s., *Instructor in Medical Technology.*

Rev. Eugene J. O'Connor, s.j., ph.d., *Professor of English.*

Rev. Anthony C. O'Flynn, s.j., m.a., *Assistant Professor of Theology.*

John J. Pauson, ph.d., *Professor of Psychology.*

Anna R. Persich, b.s., *Instructor in Medical Technology.*

Robert C. Petterson, ph.d., *Assistant Research Professor.*

*Rev. J. Emile Pfister, s.j., m.a., *Instructor in Philosophy and Theology.*

Rev. A. Patrick Phillips, s.j., m.a., *Instructor in Theology.*

Rev. Alvin J. Pilie, s.j., a.b., *Associate Professor of Theology.*

Rev. Louis A. Poche, s.j., m.a., *Instructor in Theology.*

Halbert A. Reeves, m.a., *Assistant Professor of English.*

Capt. Ronald F. Rod, b.b.a., *Assistant Professor of Military Science.*

Lt. Col. Robert Sabolyk, b.s., *Professor of Military Science.*

MSgt. Peter Sears, Jr., *Assistant Instructor in Military Science.*

Hilda Chiarulli Smith, ph.d., *Assistant Professor of Education.*

Isabel Synder, a.m., *Associate Professor of Spanish.*

Rev. Louis G. Soniat, s.j., a.m., *Professor Emeritus of Theology.*

Gregory J. Stam, ph.d., *Assistant Professor of German and Russian.*

A. L. Steplock, m.d., *Professor of Medical Technology: Director of Hospital Training.*

Charles E. Stetler, m.a., *Instructor in English.*

Alton C. Straughan, Jr., b.a., *Instructor in German.*

Lawrence J. Strohmeyer, m.s., *Associate Professor of Physics.*

Lewis J. Todd, a.m., *Associate Professor of Mathematics.*

Rev. Bernard A. Tonnar, s.j., m.a., *Associate Professor of Mathematics.*

Joseph J. Torre, b.s., *Visiting Lecturer in Chemistry.*

Sfc. R. A. Tunnell, *Assistant Instructor in Military Science.*

Edward P. Uzee, m.d., *Instructor in Medical Technology.*

Margaret A. Vanderhaar, m.a., *Instructor in English.*

Marie E. Villere, b.s. in m.t., *Instructor in Medical Technology.*

Ray H. Witham, b.a., *Assistant Professor of Mathematics.*

Raymond P. Witte, ph.d., *Professor of History; Director of the Evening Division.*

Rev. H. James Yamauchi, s.j., s.t.d., *Associate Professor of Theology.*

Leo C. Zinser, ll.b., *Assistant Professor of Speech.*

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* On leave of absence.

GENERAL STATEMENT

HISTORY OF THE UNIVERSITY

The Jesuits arrived in New Orleans in 1847 for the purpose of establishing a college of liberal arts and sciences. A college preparatory academy and the College of the Immaculate Conception were established on February 1, 1849, at the corner of Baronne and Common Streets. In 1904 an Academy and College were opened on St. Charles Avenue opposite Audubon Park, and the two associated institutions were known as Loyola College. In 1911 the College of the Immaculate Conception was united with Loyola College on the present Loyola Campus. At the same time, the Loyola Academy and the Academy of the Immaculate Conception were united at the Baronne Street location, to become the present Jesuit High School.

At the request of His Excellency, Most Reverend James J. Blenk, Archbishop of New Orleans, Loyola College was expanded to become Loyola University in the fall of 1911. Loyola University was duly incorporated by the General Assembly of Louisiana and empowered to grant all university degrees in 1912.

JESUIT HIGHER EDUCATION

Loyola University is conducted by members of the Society of Jesus and is a member of the Jesuit Educational Association. In common with all other Catholic educational institutions, it has as its final aim the formation of the true and perfect Christian described by Pope Pius XI in his *Encyclical on the Christian Education of Youth:*

> The true Christian, product of Christian education, is the supernatural man who thinks, judges, and acts constantly and consistently in accordance with right reason, illumined by the supernatural light of the example and teachings of Christ; in other words, to use the current term, the true and finished man of character.

THE NEED OF COLLEGE EDUCATION

Today, the professions, the arts, the sciences, as well as business, look for a college education in their members. The mere specialist, the master of one skill or subject, does not make for progressive civilization and culture. Man as a social being must have a broad vision and wide experience. He must be familiar with many fields of thought and interest.

This rounded culture should be the fruit of college experience. Through selected courses, the investigating mind is led into the various fields of systematized knowledge. Correlation

of these courses makes for unity and thoroughness, for mastery in one's chosen field without ignorance of the others, for a well-stored mind that has been trained to think for itself and has grown capable of working out problems that present themselves in school and in later life.

Besides, one learns poise and refined bearing, acquires prudence and good judgment, from daily contact with fellow students of talent and ambition. By this association with one's fellow men of the best type, defects are overcome, habitual attitudes are adopted and perfected, and character is molded.

SPECIFIC AIMS OF THE UNIVERSITY

The specific aims of Loyola University are the following:

1. The conservation of knowledge and ideals and values.
2. The interpretation and transmission of knowledge and ideals and values.
3. The extension of the frontiers of knowledge through investigation and research.
4. The preparation for professions by an intelligent and thorough training in the principles underlying them rather than a mere *ad hoc* training in technique.
5. Loyola University seeks to stimulate and promote intellectual achievement not merely in the field of humanities, philosophy and theology—the Jesuit university's traditional sphere—but in every department of knowledge.
6. Loyola University will show proper consideration for the physical and mental health of its students. For this reason it will include a sane program of physical education in its curricular and co-curricular offerings.
7. As a Catholic university, Loyola University has a Catholic standard of values. Consequently, it places human and spiritual values above the purely material; at the summit of the hierarchy of values are the supernatural truths known through Divine Revelation.
8. Loyola University exists in order that Catholic thinkers and men of science, supported by a truly Catholic environment, informed in their attitude by the spirit of Christ and His Church, may be enabled by a truly unbiased, liberated, and enlightened intelligence to penetrate adequately to reality and to achieve by organized cooperation effort that *universitas* which is so urgently needed in the contemporary world. Loyola University demands the conscious production of an atmosphere vitalized by Christ; it must in its structure and in the common life of its teachers and students be thoroughly Catholic.
9. Loyola University's unity of thought emanates from its totality of outlook. God and the supernatural are at the

basis of Jesuit education. The principle of integration in Loyola University is Catholic faith and practice.

BEQUESTS AND GIFTS

Because of its rapid growth the University must look to its friends and benefactors, and to all those whose bounty is being devoted to the cause of higher education, for the generous contributions which will enable the University to continue its building program. The University hopes for a continuance of financial as well as moral support from those who believe in placing college education within the reach of every deserving student, and who consider that education the safest and best which postulates as the foundation of its intellectual development the formation of character through moral and religious education.

The University cherishes the memory of all its benefactors, great and small. These share in the good works and prayers of the Jesuits of Loyola. Their generous assistance to the University according to their means, will be remembered long after they are gone.

Among the distinguished benefactors of the University should be mentioned: Miss Sarah Babb, Mr. Eugene Barousse, Mr. J. Albert Baudean, Rev. John F. Basty, Mr. and Mrs. E. J. Bobet, Mrs. Paul Bordenave, Hon. Joseph A. Breaux, Mr. Otto F. Briede, Jr., Mr. Joseph P. Buckley, Mr. and Mrs. Wm. P. Burke, Mr. Russell Clark, Dr. Joseph Danna, Miss Leonora Del Bondio, Mrs. John Dibert, Mr. David Easson, Mr. Lawrence Fabacher, Mrs. Jennie Tierney Fahey, Mr. Edward Fassmann, Miss Mary Ferguson, Mr. Bernard Ghio, K. of St. G., Miss Cecilia Jahn, Mr. G. R. Katz, Mr. John S. Lanata, Miss Anna Lurges, Miss Mary Agnes McCabe, Miss Katherine McDermott, Mr. James B. Martin, Mr. J. Edgar Monroe, Mr. Edgar Murray, Mrs. J. B. Palmer, Mrs. Emma P. Quintero, Mrs. Louise Jouet Rabouin, Mrs. Isabelle Melancon Scudder, Mrs. Olive Stallings, Mrs. George Swarbrick, Mrs. S. O. Thomas, Mr. and Mrs. W. J. Vincent, Mr. Alphonse J. Wegmann, Miss Lilly Whitaker.

Those who are desirous of helping Loyola University in its sublime mission of higher education by erecting buildings as family memorials, or by endowing departments or lecture-chairs in any of its schools or colleges, are requested to make their donations, legacies and bequests in the proper legal form, as shown in this Bulletin. One may specify the purpose for which the gift is to be used. This intention will be observed scrupulously. It is well to state whether the sum is for building and equipment or for endowment, as the latter must be invested and only the accruing interest may be used.

FORM OF GENERAL BEQUEST

*I hereby give and bequeath to Loyola University, New Orleans, Louisiana, for the use of said institution in fulfillment of its general corporate purpose*_____
(State here the sum of money desired to be given, or, if it be the residue of an estate, state this fact.)

FORM OF BEQUESTS FOR A PARTICULAR PURPOSE

*I hereby give and bequeath to Loyola University, New Orleans, Louisiana, for the following purpose*_____
(State clearly the special object of the bequest, as well as the sum of money or property, real or personal, constituting the same.)

SCHOLARSHIPS

Loyola participates in the College Scholarship Service. Entering freshmen who plan to apply for financial aid of *any* kind (scholarships, loans, jobs, etc.) must *FIRST* file with the Service a Parents' Confidential Statement.

This statement must be filed with the Service by January 25 of the year in which enrollment is anticipated.

Instructions should be requested from the Scholarship Chairman. They should be studied very carefully. Statements containing errors will prevent consideration of requests for aid.

This Statement is NOT an application for aid. The student will be sent further information on making application. No application, however, will be considered unless the Statement is filed first, by January 25 at the latest.

Through the generosity of friends, the University is able to offer a limited number of scholarships each year to bright and ambitious young men and women of fine moral character. The University is very happy to be able to assist these young men and women in getting a higher education which will prepare them for outstanding citizenship. The President and faculty are deeply grateful to their friends who with noble Christian spirit have extended a helping hand to the less fortunate. It is earnestly hoped that others will help to increase our scholarship fund for the benefit of deserving young men and women.

A Perpetual Scholarship is founded when an endowment of $15,000.00 is set aside for this purpose.

A Course Scholarship represents an amount which will cover the tuition and general fees of one student during his four years of college. The sum of $3,000.00 may be deposited or $750.00 may be paid annually.

Most of the scholarships listed below are valued at $200.00. The holder of the scholarship must pay the remainder of the University charges at the beginning of the year, and he must at all times set an example of good conduct and serious application. The honor will be forfeited by any holder of a scholarship whose grades during the semester are unsatisfactory. Scholarships granted in a specific college cannot be transferred to any other school or college of the University.

Scholarships are awarded each year by the Committee on Scholarships which meets about the middle of April. Application blanks may be obtained from the Chairman of the Scholarship Committee and must be returned to him before the first of March.

The following are scholarships which have been placed at the disposal of the University:

The Hon. Joseph A. Breaux Scholarships.

The following for the College of Arts and Sciences and the College of Business Administration:

The W. P. Burke Scholarships.

The Rev. Francis X. Twellmeyer, S.J., Scholarship.

The Rev. A. E. Otis, S.J., Scholarship.

The Rev. Albert J. Biever, S.J., Scholarship.

The Louisiana State Council of K. C. Scholarships.

The St. Ignatius Scholarship, founded by Miss E. S. Fitch.

The St. Ignatius of Loyola Scholarship.

The Men's Sodality of Jesuits' Church Scholarship.

The Francis Xavier Wegmann Scholarship.

The Virginia Bobet Scholarship.

The Louise Thomas Scholarship.

The Albert J. B. Lapeyre Memorial Scholarship.

The Ladies' Marquette Auxiliary Scholarships.

The Mrs. Josephine Burke Palmer Scholarships.

The Joseph A. Lipari Scholarships.

The Louise Jouet Rabouin Scholarships.

The G. R. Katz Scholarship, Medical Technology.

The Otto F. Briede, Jr. Scholarship, Physics.

The Scudder Scholarship, Sociology.

The Eugene Barousse Scholarship.

The Archdiocesan Scholarships.

The J. Albert Baudean Scholarship.

The Andrew Fitzpatrick Scholarship.

The Dr. Herbert M. Shilston Graduate Scholarship Award.

STUDENT LOAN SERVICES

Loyola shares in the National Defense Student Loan Program whereby the student can borrow as much as $1,000 a year towards his education without paying any interest until one year after graduation. Those entering the teaching field have half of the loan cancelled upon five years of service in the public schools.

Also, in cooperation with NOLA Chapter, National Secretaries Association (International), funds are made available to female students in the Administrative Practices Program of the College of Business Administration. The maximum annual loan to a student is one-fourth of the tuition of any school year, or $175, whichever is greater.

The C.P.A. Wives Club of New Orleans has set up funds to assist accounting students at both the graduate and undergraduate levels. The maximum amount available to a student per academic year is one-fourth of the tuition, but cannot exceed $200.

ORGANIZATIONS

Among the many student organizations, activities and awards on the campus, the following will be of interest to business students.

STUDENT COUNCIL

The Student Council consists of twenty-seven members, representing the College of Arts and Sciences, the Schools of Law and Dentistry, and the Colleges of Pharmacy, Music, and Business Administration. These students are selected by the student body with the approval of the faculty. The duty of the Council is to unify student thought and action. It conducts general meetings and elections, sponsors and manages interclass contests, contributes to the student publications, and leads and directs student activities.

SOCIETY FOR ADVANCEMENT OF MANAGEMENT

Functioning under the auspices of the National Society for Advancement of Management through the New Orleans Senior Chapter this organization fosters interest in management principles and policies among the students. Its primary purpose is to establish relations with management through talks by its representatives and tours for members intended to give further insight into the problems and practices of management. The organization also actively participates in the business meetings and the panel discussions of the New Orleans Senior Chapter. Members are selected from the outstanding junior and senior students who are scholastically proficient in business administration subjects, and particularly in management courses.

BETA GAMMA SIGMA

The purposes of this national honor society are to encourage and reward scholarship and accomplishment among the students of business administration; to promote the advancement of education in the art and science of business and to foster integrity in the conduct of business operation. Only seniors who rank in the upper tenth of their graduating class and juniors among the highest four per cent of their class are considered for election to membership.

DELTA SIGMA PI

Delta Sigma Pi is an international professional commerce fraternity. Its purposes are to foster the study of business in universities, to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce; and to further a high standard of commercial ethics and culture and the civic and commercial welfare of the community.

BETA ALPHA PSI

The purposes of this national, professional and honorary fraternity are to stimulate interest and cooperation in accounting; to encourage and foster the ideal of service as the basis of the accounting profession; to promote the study of accountancy and its highest ethical standards; to act as a medium between professional men, instructors, students and others who are interested in the development of the study or profession of accountancy; to develop high moral, scholastic and professional attainments in its members; and to encourage cordial intercourse among its members and the professional generally. Accounting majors of junior standing with a 3.00 quality point average in four completed accounting courses and a 2.50 average in all other subjects shall be considered for election to membership.

PHI CHI THETA

Phi Chi Theta is a professional commerce fraternity for women. Its purposes are to promote the cause of higher business education and training for all women, to foster high ideals for women in business careers, and to encourage fraternity and cooperation among women preparing for such careers.

THE CENTRAL COMMITTEE

The Central Committee of the College of Business Administration is an organization which has a twofold purpose: first, to coordinate Business Administration organizational activity; second, to plan and promote major functions of the College of Business Administration. The organization consists of the Presidents of Beta Alpha Psi, Delta Sigma Pi, Propeller Club, Society for Advancement of Management, Freshman Class, Pre-

fects of Our Lady of Guadalupe Sodality, St. Aloysius Sodality, Beta Gamma Sigma, Phi Chi Theta and the Representatives to the Student Council. The Student Body President is the Chairman of the organization.

Two of the major activities presented by the group are the Business Administration dance and the B. A. "Back-The-Pack" program.

ALPHA SIGMA NU

Membership in Alpha Sigma Nu, national honorary Jesuit scholastic society is the greatest honor which can be bestowed upon undergraduate students of the University who have distinguished themselves by outstanding scholastic achievement. The sole honor group set aside for that purpose on the campus, the Loyola Chapter of Alpha Sigma Nu was established here April 26, 1936. The two highest ranking students in each school or college of the University are nominated for membership each year, and the final selection of members is made from their number.

BLUE KEY

This is a national honorary leadership fraternity whose members are chosen by the active student chapter from male students who have distinguished themselves in leadership, activity, scholarship, and service rendered the University.

CARDINAL KEY

Cardinal Key National Honor Sorority was established in 1953. Election to membership in the Sorority is the recognition of achievement by a Loyola co-ed in scholarship and extracurricular activity. The organization seeks to advance religion, patriotism, and service by affording training for leadership in the college community. It aims at the further development of the character of the membership by the application of the cardinal virtues of prudence, temperance, justice, and fortitude to daily life.

PAN-AMERICAN CLUB

The purpose of this organization is to stimulate friendly cooperation among Spanish and English speaking students, to promote a better understanding of Latin America, to spread the knowledge of the Spanish language, and to aid newly-registered Latin American students.

THE INTERNATIONAL RELATIONS CLUB

All students of every division of the University are eligible for membership in this society. Its aims are to promote the knowledge of economic, social, and political conditions in other countries, to study the reflection of these conditions in the foreign policy of the various countries, and to study the relations between and among all countries.

ACTIVITIES

BUSINESS LECTURES AND TOURS

Regularly, business administrations students have the opportunity of close contact with successful business men who come to the college to lecture on their specialties. Frequently, visitations of student groups are made to business houses and industrial facilities in the New Orleans area.

DEBATING CLUB

The students are encouraged to participate in exercises of public speaking. To further this activity a debating club conducts programs and engages in intercollegiate debates with other universities in various sections of the country. This club is known as The Edward Douglass White Society.

THESPIANS

The Thespians is the University students' dramatic club. Its purpose is to develop and give an outlet to the dramatic talent of the students. With this in view, the Thespians and the Junior Thespians present several plays each year.

SPIRITUS

Spiritus provides organized and effective cheering for all athletic events. It helps toward a vibrant school spirit. All coeds are eligible for membership.

MAROON

The University newspaper, the *Maroon,* is published about 25 times during the year by a student staff under the direction of the faculty of the Department of Journalism. It publishes the news of the University as seen by the editorial staff. Positions on the editorial and business staffs are open to all students of the University.

STUDENT DIRECTORY

Annually, Alpha Pi Omicron, service fraternity, presents to the faculty and students of Loyola the *University Directory.* Contained therein is the name, address, and telephone number of every member of the faculty, student body, and staff of the University. This book is presented free of cost to the University and edited entirely by members of APO.

STUDENT HANDBOOK

The Student Handbook or "L" Book was first published as an aid and guide for Freshmen. While maintaining this purpose, it is now presented annually by the Student Council as a reminder to upperclassmen of the ideals, traditions, and regulations of Loyola.

WOLF

The Wolf is the annual publication or yearbook of Loyola University. The executive heads of the publication are chosen

from among undergraduate staff members. It is their duty to gather and edit a pictorial record of each year's activities and to present it to the student body as a memento of their college careers. Staff positions are open to all interested students.

ALPHI PI OMICRON AND LAMBDA SIGMA LAMBDA

The two service organizations are open to male and female students respectively who have proved their ability and willingness to lend varied assistance to the faculty and students of the University. These organizations were founded to foster the development of leadership, activity, loyalty and generous service to the University. Any student of the University is eligible to join one of these organizations.

AWARDS

ACCOUNTING MEDAL

Each year the Society of Louisiana Certified Public Accountants awards a proficiency medal to the Loyola College of Business Administration senior student who has achieved the highest grades in his class for accounting studies for four years.

PI SIGMA PHI AWARD

On National Maritime Day each year a key is awarded by the Propeller Club of the United States to the Student Port members for research, scholarship, and character, in order to encourage scholastic achievement in the field of shipping and transportation. A scholastic average of 3.5 is required.

THE WALL STREET JOURNAL ACHIEVEMENT AWARD

This is an award of a silver medal and a one year's subscription to the Wall Street Journal. It is granted to the graduating senior in the College of Business Administration who in the judgment of the faculty members engaged in teaching finance and economics has earned the highest average in the elective fields of economics and finance.

SOCIETY FOR THE ADVANCEMENT OF MANAGEMENT MEDAL

Each year the Loyola Chapter of the Society for the Advancement of Management awards a silver medal to the graduating senior in Business Administration who, in the opinion of the chapter, has exhibited the greatest degree of aptitude for achievement in the field of management.

JOHN V. CONNOR AWARD
REV. JOSEPH A. BUTT, S.J., AWARD

Each year the Alumni Association of the College of Business Administration awards two keys to the graduating seniors who have achieved the highest scholastic standing in that class. The John V. Connor Award is granted to the qualifying male senior, and the Rev. Joseph A. Butt, S.J., Award is granted to the qualifying female senior.

CURTIS-O'SHEA AWARD

The Curtis-O'Shea Award was established by Mr. James E. Curtis of Indianapolis, Indiana, to bear the names of his family and of the family of the mother of the Reverend Joseph A. Butt, S.J.

It is awarded each year to the graduating senior who, in the judgment of the faculty, has done the most for Loyola University and for the College of Business Administration. It is primarily a reward for unselfish service and loyalty.

JOHN X. WEGMANN, SR., ACHIEVEMENT AWARD

The John X. Wegmann, Sr., Achievement Award was established in memory of Mr. Wegmann, who was a distinguished civic and business leader, a faithful servant of his Church, and a true friend of Loyola University.

It is awarded each year to the graduating senior who, in the judgement of the faculty, has been most outstanding in scholarship, leadership, character, sincerity of purpose and loyalty in promoting the objectives and ideals of Loyola University and of the College of Business Administration.

DELTA SIGMA PI SCHOLARSHIP KEY

To encourage high scholarship Delta Sigma Pi presents annually at every university where it has a Chapter, the Delta Sigma Pi Scholarship Key which is awarded by the faculty to that senior, who upon graduation ranks highest in scholarship for the entire course in commerce and business administration.

THE DEAN'S AWARDS

An annual presentation by the Dean of the College of Business Administration of awards to the graduating seniors who have performed distinguished service or have made significant progress in areas not recognized by other established awards.

THE FANT TAYLOR AWARD

This is an award of a specially designed gold key and a gold key chain for men or a gold bracelet for young ladies. This award is donated by Mr. J. Fant Taylor, owner-manager of the Taylor Furniture Mart of New Orleans, and is intended to inspire young men and women to higher achievement in marketing and merchandising. It is awarded to a senior in the College of Business Administration for outstanding achievement in marketing.

BETA ALPHA PSI AWARD

The Grand Council of Beta Alpha Psi, national professional and honorary accounting fraternity, awards a scholarship certificate to the graduating fraternity member who has attained the highest point hour ratio in accounting as of the close of the semester preceding graduation.

PHI CHI THETA NATIONAL KEY AWARD

Key awarded annually on the basis of scholarship, activities and leadership, by a committee of the faculty and Fraternity members, to the woman student in the College of Business Administration who fulfills these requirements best at the completion of her senior year.

NOLA CHAPTER, NSA AWARD

Established in 1963, this award is presented to the outstanding graduating senior in the Administrative Practices Program by the local chapter of National Secretaries Association (International).

THE FATHER BUTT, S.J. THE NEW YORK CITY AWARD

This annual award of a plaque is presented to the student who gives the greatest service to the accounting program at Loyola.

CORRADO-AHERN AWARD

The Corrado-Ahern Award is given each year to the sophomore who best exhibits attributes of scholarship, leadership, religious devotion, and service to the University and his fellow students.

THE MARY MURPHY AWARD

The Mary Murphy Award is given each year to the graduating coed in business administration who has made the greatest personal progress during her four years of collegiate study and whose achievements are outstanding.

ITAM AWARD

The Itam Award is the Italian-American Award given each year to the graduating senior of Italian extraction who best exemplifies the ideal business administration graduate, and who has exerted himself in preserving the cultural traditions of his Italian ancestry.

OUTSTANDING FRESHMAN AWARD

An annual award given to three freshmen (two male students and one female student) by Delta Sigma Pi Fraternity. Students are selected by the members of the freshman class. Factors considered in the selection are cooperation with school programs, contributions to the College of Business Administration and leadership and participation in school functions. Although this is not a scholastic award, to be eligible a student must be in good standing.

ORGANIZATION AND FACILITIES

ORGANIZATION

From 1926 to 1947 the four-year program, leading to the degree of Bachelor of Science (in Economics), was offered in the Department of Commerce of the College of Arts and Sciences. The College of Business Administration is a natural outgrowth of this department. In 1947 the Board of Directors of the University authorized the establishment of this separate jurisdiction to afford training in business subjects, leading to the degree of Bachelor of Business Administration. The College is co-educational. In 1950 the College was admitted to Associate Membership in the American Association of Collegiate Schools of Business, and in 1957 the College was admitted to full membership.

OBJECTIVES

To meet and solve the perplexing and varied problems in his business the executive must be capable of thinking logically, of making sound judgments, of formulating correct policies of handling people, of collecting, analyzing and correlating factual data and of keeping a proper sense of values in his human relations.

It is the conviction of this College that a well-ordered and properly integrated core of collegiate studies can give the business student a good preparation for the tasks ahead. The college training will not enable the student to by-pass experience and step by step progression in the business firm, but it should shorten the journey from apprenticeship to management responsibility. A student who has acquired the habit of thinking straight and analyzing logically, who has a broad understanding of the arts and an appreciation of the constituent parts of the economic machinery, and who has acquired the facility of getting along with people, should be good management timber.

Hence this College feels a direct responsibility for giving its students a college education, not just a collection of courses for job training. While the vocational aspects of college training for business are by no means neglected the major emphasis is placed on developing an educated man: one who has a keen appreciation of his responsibilities to his fellowmen and to his community and one who has been imbued with high ethical principles.

As a first principle in collegiate training for a business career it is designed by the College that the first two years of the program of studies should embrace a large measure of cultural and liberal arts subjects. Thus the work in the freshman

and sophomore years is devoted largely to such liberal arts courses as English, social sciences, natural and physical sciences, language, mathematics, basic economics, philosophy and religion. These lower division educational disciplines are deemed necessary and desirable to give the student a broad viewpoint and a perspective for the intelligent understanding of the principles, procedures, and functions of business management and of human relations.

After this basic foundation comes the core of carefully selected business subjects to enlarge the knowledge of business and to sharpen the appreciation of management problems.

There is a certain similarity of principles in all business. The warp and woof of every business unit reveals fundamental activities such as production, marketing, labor relations, financing, accounting and controlling, collecting and interpreting statistical information, and business legal relations. It is these fundamental business activities that are analyzed and studied by the student of business under such course headings as accounting, banking, corporation finance, marketing, business communications, business law, business statistics, labor relations, and general management. These and other core subjects are required of all students.

Over and above the basic lower division group and the required core of business subjects the student may avail himself of a certain amount of specialization in any one of several upper division programs of study. By the end of his sophomore year the student shall have determined what program he elects to follow. This determination must be approved by his adviser and the Dean. The programs are

1. The Program in General Business-Management
2. The Program in Economics
3. The Program in Marketing
4. The Program in Accounting
5. The Combined Program in Business and Mathematics
6. The Combined Program in Business and Law
7. The Program in Administrative Practices
8. The Program in Television-Management

SERVICES

STUDENT HEALTH

Loyola University maintains a medical service on the campus. This service insures a safe health program for both students and faculty.

It is operated under the following rules:

1. Students entering Loyola for the first time or re-entering the University must undergo a physical examination before their registration is officially completed.

2. This examination must be conducted by the student's family physician or by a physician selected by the student or his family. A certificate describing the student's general health as determined by this examination must be submitted to the Director of Admissions. The University may also require physical examinations at other designated times during the student's stay.

3. A student may be refused admission to the University on the recommendation of the medical examiners. This board also may request a student already enrolled to withdraw.

4. A student may see the University physician on appointment.

5. Patients confined on the campus will be visited by the University physician.

6. Medicines or hospitalization are not provided by the University's health service.

TESTING AND GUIDANCE CENTER

The University provides psychological evaluation and counseling services to students for a minimal fee. Members of the faculty of the Department of Psychology staff the Center to aid the student in solving his scholastic, vocational, or personal problems.

SPIRITUAL LIFE

The University appoints a Priest, together with needed assistants, to the post of University Chaplain for all the students. He is at their disposal at all times to guide, counsel, and advise. The students will find him ready to assist them in their spiritual, personal, and individual problems. He is also, in general, responsible for all the organized spiritual activities on the campus.

Convinced of the great value of the Spiritual Exercises of St. Ignatius, the faculty of Loyola makes provisions for its students to follow these Exercises in what is called a Retreat. These retreats are of three kinds, namely, campus week-end retreats, closed retreats at Manresa (Convent, La.) for the men, or closed retreat at the Cenacle (Metairie, La.) for the ladies.

For the purpose of fostering religious faith and fervor, and to encourage the students of spiritual and scholastic leadership, the University Sodality offers many opportunities for personal development as well as training and practice in social work and religious activity. Weekly meetings are held for the discussion of phases of Catholic life.

PHYSICAL FACILITIES

Loyola University is located in the beautiful residential district of New Orleans, directly across from Audubon Park. It is within a few minutes ride of the heart of the commercial district and the busy harbor facilities. The College of Business Administration is located in Stallings Hall and the Business Science Building. These buildings provide ample space for lecture and laboratory purposes and faculty offices as well as a business machine room equipped with all the basic office machines.

The College of Business Administration Library is an integral part of the general University Library and is in the recently completed library building just across the quadrangle. Periodical literature, currently received, includes several economic advisory services and a large number of scholarly journals and publications of trade associations and private companies. Over one hundred twenty-five current business and related periodicals alone are regularly available to the business student. As the general Library is a depository library for publications of the Federal government, the facilities of the College of Business Administration Library are being enriched by constant additions of selected and valuable publications in pertinent fields issued by various agencies and bureaus of the Federal Government. In addition to the general and departmental libraries on the campus there are many other excellent public and private libraries in the city.

In the city of New Orleans the activities in manufacturing, in banking and industry, in foreign and domestic trading, in transportation and in governmental agencies, present a wealth of opportunity for students of business to explore and investigate at first hand the business world.

The faculty of the College has been carefully selected with a view to providing professors who are well qualified by educational achievement, by specialized business experience, and by temperament to guide the embryo executive along a well-ordered path. These professors keep up their professional and business contacts by membership in learned societies, in civic organizations and in business associations. Their activities in

business research and in community business developments are continuous. The College maintains institutional memberships in national and local organizations and associations for the use of its staff members.

Great emphasis is laid on faculty advisory activities for students. The faculty offices are conveniently located close at hand for the students and regular office hours are maintained. Every student is assigned to a faculty adviser.

While the College of Business Administration does not promise a position for every graduate, it does seek to make the proper contacts for its graduates. A Placement Bureau is maintained to contact local and national employers, serving as a clearing house for all student employment affairs.

ENTRANCE PROCEDURE

APPLICATION FOR ADMISSION

The following procedure is to be followed in applying for admission:

1. Request an application for admission from the Director of Admissions either by letter or by telephone.
2. Supply all the information required on Part I of the application for admission.
3. Attach to the application blank an application fee of $10.00 payable to Loyola University. This fee is neither deductible from the tuition nor refundable.
4. Attach to the application blank a recent photo approximately 2'' x 2''.
5. Request your high school principal to return Part II of the application blank to the Director of Admissions after he has supplied your complete high school record thereon.
6. Applicants interested in housing facilities should communicate with the Dean of Students.
7. Applicants interested in scholarships should communicate with the Chairman of the Committee on Scholarships.

SCHOLASTIC APTITUDE TESTS

8. All applicants are required to take the College Entrance Examination Board Tests (Scholastic Aptitude Tests only) and to have a copy of the results sent to the Director of Admissions. Your Student Counselor or Principal will be able to tell you how to apply to take these tests. If, however, you wish to contact the C.E.E. Board directly,

their address is: Box 592, Princeton, New Jersey. These tests will be administered on the morning of each of the following dates:

Deadline for Applications	*Testing Dates*
December 14, 1963	January 11, 1964
February 8, 1964	March 7, 1964
April 4, 1964	May 2, 1964
June 10, 1964	July 8, 1964

ACHIEVEMENT TESTS

9. Those applicants who consider that their high school background and achievement may qualify them for admission to courses beyond the ordinary Freshman level are advised to take *Achievement Tests* in those subjects in which they seek advancement beyond the Freshman level. Any three of the following Achievement Tests may be taken:

American History and Social Studies
Chemistry
English Composition
French
German
Latin
Advanced Mathematics
Spanish

The scores established in the Achievement Tests will be referred to the chairmen of the respective departments at Loyola, and the chairmen will make decisions concerning the extent of the advancement of the applicants in the subjects concerned.

The Achievement Tests are one-hour tests administered in the afternoon of each test date set for the *Scholastic Aptitude Test.* The bulletin, *A Description of the College Board Achievement Tests,* may be secured when application is made to the College Entrance Examination Board to take the *Scholastic Aptitude Tests,* that *are required* for admission.

10. All students who will reside in the Campus Residence Halls must deposit $150 upon receiving their letter of acceptance for admission to Loyola University. Students not residing on the campus pay a reservation fee of $100.

These deposits are deductible from the tuition and room and board but are not refundable to applicants for admission.

Committee on Admissions, and only if the student has made satisfactory grades in his first semester's work at Loyola University College of Business Administration. *No transfer student will be accepted unless he has attained a "C" average for all hours attempted during the preceding year at the college from which he transfers, has a general "C" average for all hours attempted previously in college, and no faculty action against him is currently in effect.* Credits presented for work done by correspondence will not be accepted. Any substitutions for prescribed courses must be approved by the Committee on Studies and Degrees.

In cases where a student wishes to transfer to the College of Business Administration from another college of Loyola University the student will be accepted if he has attained the academic average essential for his being a student in good standing in his college and provided there is no faculty action against him.

II. As a Special Student—A limited number of mature persons who are not eligible for admission into the College of Business Administration may be admitted as special students under the following conditions:

1. They must be at least twenty-one years of age. Exception is made for veterans.

2. They must not have been in attendance in high school during the previous year.

3. They must not be eligible for admission under categories I, III, or IV of this section.

4. They are to present all available certified credits of previous school work, together with formal application for admission as special students, stating the subject courses desired and the reasons for desiring those courses. When no certified credits can be presented, the applicant must furnish a detailed statement of all previous educational attainments and occupational experiences.

5. By virtue of his classification, a special student is not eligible for a degree. He may ultimately become a candidate for a degree by completing by entrance examinations the admission requirements of the College. These examinations must be taken before completing four semesters.

6. Registration as a special student is for one semester. Registration for a following semester will be refused if the student has not shown satisfactory earnestness

and definiteness of purpose, or if his work has not been satisfactory for the preceding semester.

7. No one may register in the College of Business Administration as a special student for more than four semesters.

III. As an Out-of-Course Student—A limited number of students who though qualified for admission do not wish to be degree candidates may be permitted by written permission of the Dean to register as Out-of-Course, not to exceed four semesters. Such students may later become degree candidates if their status is changed to that of a regular student with a minimum schedule load of twelve semester hours.

IV. As a Part-Time Student—A limited number of mature and qualified students may be permitted by written permission of the Dean to work toward a degree on a part-time basis for a period not to exceed four semesters. At the end of this period the student must either change his status to that of a regular student or withdraw.

ADMISSION REQUIREMENTS

Preparation for admission to the College of Business Administration is normally expected to cover a period of four years in an accredited high school. A minimum of fifteen acceptable units is required, ten of which must be units in academic subjects. Applicants offering foreign language among their units must offer at least two units in that language. Of the two units in mathematics at least one unit must be in algebra. The unit required in natural science may be either in a laboratory science or general science.

Required units are English 4; Mathematics 2; Social Science 2; Natural Science 1; Electives 6. The six elective units may be either academic or vocational.

STUDENT FEES

Students are expected to pay the full tuition for one semester on the day of registration of each semester unless they are following the Tuition Plan described below.

All arrangements for payment must be made before the completion of registration with the Treasurer of the University.

Tuition for eight complete semesters is required of all full time students, regardless of the number of hours taken during any one semester.

TUITION PLAN—MONTHLY PAYMENTS

We are glad to offer the convenient Tuition Plan for those parents who prefer to pay tuition and other fees in equal monthly installments. The following plans are available at the cost indicated:

One Year Plan	(8 payments)	4% more than Cash Price
Two Year Plan	(20 payments)	5% more than Cash Price
Three Year Plan	(30 payments)	6% more than Cash Price
Four Year Plan	(40 payments)	6% more than Cash Price

The two, three and four year plans include Parent Life Insurance for qualified parents. This insurance coverage provides funds for the cost of the remaining period of schooling covered by the contract, if the parent who has signed the contract dies. A descriptive pamphlet will be sent upon request from the Director of Admissions.

The Tuition Plan is optional and offered solely as a convenience.

The following are the tuition and fees in the College of Business Administration:

FOR FULL TIME STUDENTS

Tuition and basic fees (per semester)	$375.00
Matriculation fee	5.00
Late registration fee	5.00
Non-program course fee (per semester hour)	20.00
Subject change fee	2.00
Student Center fee	20.00
Graduation fee	25.00
Cap and gown deposit and rental	30.00
Late examination fee	2.00
Transcript (after first)	2.00
Locker rental (per semester)	1.50
R. O. T. C. deposit (refundable)	25.00
Science laboratory fee (per semester)	10.00

The basic fee includes registration, tuition, library, subscription to the *Maroon* and *Wolf*, athletics, forums, physical education, and certain other student activities.

The matriculation fee is charged only at the time of a student's first registration in the College of Business Administration.

The graduation fee and the cap and gown deposit are paid by Seniors on the date designated in the Session Calendar. Provided the cap and gown are returned in good condition immediately after graduation $25.00 will be refunded to the student. If they are returned more than two months after graduation, only $10.00 will be refunded.

The late examination fee will be charged for any examination taken later than the assigned date, no matter what the excuse. Except for sickness, no late examination will be given unless permission is obtained from the Dean prior to the regularly scheduled examination.

When a student requests more than five transcripts at one time he is charged two dollars for the first copy and fifty cents for each additional one.

Students will be taxed for excessive breakage or destruction of University property. The decision covering each case will be made by the University.

Until a student's indebtedness is paid in full, no transcript of credits or record of his work will be released from the University.

A fee of two dollars will be charged for every change of course, after the student's schedule has been completed.

PART-TIME STUDENTS

Students taking less than twelve semester hours are considered part-time students.

The tuition fee for all part-time courses is $20.00 per semester hour, except for accredited teachers and members of a religious community.

For accredited teachers who are at present engaged in teaching, the tuition fee is $15.00 per semester hour. The teacher's certificate accompanied by a statement of present employment should be presented to the Registrar for inspection at the time of registration.

For students who are members of a religious community, the charges are $10.00 per semester hour.

All part-time students in the College of Business Administration are charged a registration fee of $5.00 and a library fee of $5.00 each semester. A matriculation fee of $5.00 is charged when a student registers for the first time. Auditors do not pay a matriculation fee.

ACCELERATION

Tuition for eight complete semesters is required of all full time students regardless of the number of hours taken during any one semester. Students who transfer to Loyola from other accredited institutions will be required to pay for those semesters actually in attendance at Loyola Universiy. Students who wish to accelerate their degree programs by completing their academic requirements in less than eight complete semesters may do so only with the explicit permission of their department chairman and/or dean of their school or college.

REFUND POLICY

It is the sole duty of the individual, in case of official withdrawal from the College, to make formal application to the Finance Office for any refund of tuition. Refunds are determined, not according to the amount paid by the student, but according to a percentage of the total tuition payable in the semester in which the student withdraws. In other words, this applies only when the full *semester* tuition and basic fees have been paid. Refunds are made on the following basis:

Within first week of semester.....80%
One week to three weeks of semester.....60%
Three weeks to five weeks of semester.....40%
No refunds after five weeks.

No refunds are made when a student is suspended, dismissed for disciplinary reasons or fails to pass in prescribed or elected courses. Refund policy applies to basic fee only.

Special consideration regarding refunds will be given to students either voluntarily entering the Armed Services or being drafted.

STUDENT HOUSING

MEN'S RESIDENCE HALL

Loyola University's new Biever Hall for men is a completely air-conditioned six-story building providing accommodations for 400 men. It is located on the north side of the campus near Freret street on a direct city bus line to the heart of the city. The building is well arranged for individual study and group activities.

FACILITIES

Each room provides for two students, each having a private locker, desk and sleeping facilities. Each floor has a large lounge and study room. There is a TV room on the first floor as well as a large lounge. An infirmary is located in the building. Laundry service is available in the building.

ACTIVITIES

The residence hall has been designed with the students' academic, spiritual, cultural, and recreational needs in mind. Priest-chaplains will be available, day and night. Student supervisors will assist in the operation of the residence. Group activities are planned. The Field House and Student Center nearby offer facilities for many sports and recreational activities. Conditions conducive to quiet study will be maintained on the various floors.

COSTS

The cost per semester for room and board is $415. Arrangements are made for residents to take their meals in a special dining room of the Student Center.

RESERVATIONS

All students who will reside in the Campus Residence Hall must deposit $150 upon receiving their letter of acceptance for admission to Loyola University. This deposit is deductible from the tuition and room and board, but is not refundable upon cancellation. Upon receipt of this deposit by the University the Dean of Students will make the necessary reservation. All single, out-of-town, undergraduate men are expected to reside in the residence hall.

WOMEN'S RESIDENCES

ON CAMPUS

The University owns two residences adjoining the campus at 6318 and 6324 Freret Street. These houses are next to the Loyola Field House, within walking distance of academic buildings and the Student Center.

OFF CAMPUS

Because of the rapid increase in out-of-town enrollments and the advent of a building program it has been necessary to secure private homes in the University section. These homes have been approved by the University and must follow the same rules that govern all women resident students.

These houses are within short walking distance of the campus, a shopping area, and the Student Center.

FACILITIES

Laundry facilities are available at each residence. Single, double and triple rooms are available. Kitchen privileges or kitchenettes are available in each dorm for snacks. Contract meals are taken in the University Student Center with all other resident students.

COST

All room rents are paid in two payments—first semester and second semester. The first payment is $175 and the second, $140 i.e., $315 per school year. Meals are paid for according to residence assignments. The cost of meals is listed in a separate housing brochure.

RESERVATIONS

Reservations are made by returning the housing request to the Dean of Women after the applicant has been notified by the Director of Admissions that she is eligible for admission and after she has sent to the Director of Admissions the required $150 deposit. The $100 and the $50 are deductible from the tuition and the housing facilities, respectively, but are not refundable in case of cancellations.

ADMINISTRATIVE POLICY

REGISTRATION PROCEDURE

Prior to registration a record of all previous work done in high school or college should be on file in the Office of Admissions. Students registered for a degree in other approved institutions need not file entrance credentials unless they are applying to transfer to Loyola. Satisfactory proof, however, of good standing in those institutions should be presented together with a letter from their Dean approving the courses they intend to schedule.

Students must register within the prescribed time at the beginning of each semester before being permitted to advance in course.

INSTRUCTION

The unit of instruction is one hour a week for one semester. Two hours of work in a laboratory are considered equivalent to one hour of class work. Students may receive credit only for the number of hours published for a course. No credit will be allowed for a course for which a student is not registered as a regular student.

Attendance as auditors is granted by the Dean.

SCHEDULE LOAD

A regular student is required to carry a minimum schedule load of twelve semester hours of work each semester. Normally a student will schedule sixteen or seventeen hours each semester, exclusive of Theology and Military Science.

AUDITORS

Attendance as auditors is not granted without written permission of the Dean. Auditors are charged on the same basis as part-time students.

WITHDRAWAL FROM THE UNIVERSITY

A student who withdraws from the University during a semester before taking the final examinations of the semester forfeits all credit for work done in that semester.

To withdraw officially from the University a student must:
1) Obtain withdrawal forms from the Office of the Registrar.
2) Obtain signatures of designated officials on withdrawal forms. (These forms will not be signed until the student has cleared all obligations to the University).

WITHDRAWAL IS NOT COMPLETE OR OFFICIAL UNTIL ALL SIGNATURES HAVE BEEN OBTAINED AND FORMS ARE RETURNED TO THE OFFICE OF THE REGISTRAR.

Those students who withdraw officially from the University prior to mid-semester examinations will not have grades recorded in those courses for which they were registered at the time of withdrawal.

All students who withdraw officially from the University *after* the mid-semester examinations will be assigned a grade for each course for which they were registered at the time of withdrawal. If the grade is passing at the time of withdrawal a grade of WP will be assigned. If the grade is failing, a grade of WF will be assigned which shall indicate a failure in the course.

THOSE STUDENTS FAILING TO COMPLETE OFFICIAL WITHDRAWAL FROM THE UNIVERSITY WILL INCUR A GRADE OF WF IN ALL COURSES FOR WHICH THEY ARE REGISTERED. THESE GRADES ARE PLACED ON THE STUDENT'S PERMANENT RECORD AND ARE NOT SUBJECT TO CHANGE. STUDENTS ARE REMINDED THAT THEY MUST COMPLETE OFFICIAL WITHDRAWAL FROM THE UNIVERSITY BEFORE THE TERMINATION OF THE SEMESTER IN WHICH THEY HAVE REGISTERED.

SCHEDULE CHANGES

A student desiring to drop a scheduled course or to add another course after his semester's schedule has been filed in the Registrar's Office should consult with his Adviser or the Chairman of the Department in which he is registered from whom he should obtain written permission to revise his schedule. This written permission should be presented by the student to the Dean for approval. Permission to add a course or change from one section to another will not be granted after the date indicated in the Session Calendar as the last day for schedule adjustments.

Students remaining in the University who drop one or more courses after the date indicated in the Session Calendar as the last day for schedule adjustments will be assigned a grade for the course or courses. If the grade is passing at the time the course is dropped a grade of WP will be assigned. If the grade is failing, a grade of WF will be assigned which will indicate a failure in the course.

In the case of a student who is called to active duty in any branch of the armed services before the date for final examinations in the semester, the following exceptions to the formal regulations have been made:

1. Should a second semester senior be called to military service within six weeks of the date of commencement exercises, he will have the dates of his final examinations advanced, and, if he passes successfully, he will be granted full credit and his degree.
2. A senior in his first semester, or a junior, sophomore, or freshman in either semester who is called into military service within four weeks of the end of the semester will have his examination dates advanced, and, if he passes successfully, be granted full credit for the semester.
3. A notation of the action taken by the University in accordance with the provision made above will be made on the records and transcripts of the students who have received full credit under these provisions.

ATTENDANCE

The University is insistent on regular and punctual attendance. Each tardiness, defined as a student's failure to be present when his name is called at the beginning of each class or laboratory, will be counted as a third of an absence.

The student coming late is responsible for seeing that the instructor changes the absence noted at the beginning of the class to a tardiness.

Any student incurring more than six absences in a course which carries three or more semester hours will be dropped from the course automatically. In courses of less than three semester hours the maximum number of absences will be double the number of semester hours, e.g. in a two semester hour course, four absences will be the maximum allowed; in a one semester hour course, two absences will be the maximum.

All undergraduate juniors and seniors in the College of Business Administration with a 3.5 average or higher for a semester will be allowed unlimited cuts in all their subjects, laboratories excluded, for the following semester.

Students who have exceeded the maximum number of absences will have a right to petition the Committee on Attendance for reinstatement.

Students petitioning re-instatement should do so within twenty-four hours after they receive notification that they have been dropped from a course. The petition must be sub-

mitted by letter to the Dean and must include the reason for each absence, giving dates, etc. While the petition is being reviewed by the Committee on Attendance the student will be permitted to attend class. The decision of the Committee on Attendance will be final. Extended absences due to sickness must be verified by a doctor's certificate.

Students entering class more than five minutes after the starting bell will be recorded absent.

Absences for any excuse whatever do not exempt a student from quizzes, tests, examinations, or other written work required during the period of absence. The responsibility for making up such work rests wholly upon the student. A failing grade for the omitted work will be charged against the student if he does not fulfill his obligations within the time limit determined by his Professors.

DISCIPLINE

The educational system of this University includes, as one of its most important features, the formation of character. It is expected that each student will be so loyal to the spirit and ideals of the University that the exercise of proper self-control will come from his own convictions and free determination.

It is intended that the college regulations be a guide and help to foster the conduct which is presupposed in every Loyola student. The College requires regular and punctual attendance at all scheduled exercises, observance of college customs and regulations, serious application to study, and exemplary demeanor in all college activities. A student who is deficient in these essential points will be suspended or dismissed.

The University reserves the right to dismiss at any time a student who fails to give satisfactory evidence of earnestness of purpose and of interest in the serious work of college life. In rare cases a student may be dismissed for a reason that seems to students and parents to be insufficient. In such cases the University is to be considered the more capable judge of what affects the interests both of the institution and of the student body.

EXAMINATIONS

Written tests and quizzes are given rather frequently at the discretion of the instructor. Mid-semester examinations are given in the middle of the semester. At the end of the semester the final semester examinations are held.

GRADES AND REPORTS

A report of the grades made by a student in his scheduled subjects is sent to the student at the middle and end of the semester. The final semester report gives the final grades for the courses completed during the semester.

Grades in the College of Business Administration are reported in letters, not numbers. The qualitative values of the letters used are as follows: A — Excellent; B — Very good; C — Good; D — Merely passing; F — Failure; W — Withdrawal from subject course with permission; WF — Withdrawal with failing grade or failure because of excessive absences; WP — withdrawal with passing grade.

When a student, at the end of a semester, makes the passing grade of "D" or higher, he is credited with the semester hours allowed for the subject course in which the grade is made. Otherwise, he is not credited with any semester hours, but these hours will be counted as attempted hours when computing scholastic standing and honors. Quality points are given for work passed with a grade of "D" or better.

All incomplete grades must be removed before the end of the following semester. Otherwise, they become failures and are so recorded. However, it is more beneficial to the student if the incomplete grade is removed before the middle of the following semester in order that an undue burden is not placed on the student when preparing for his scheduled final examination.

DEAN'S HONOR LIST

Each semester the Dean of the College of Business Administration establishes a "Dean's Honor List" which includes the names of freshman and sophomore students registered in the College of Business Administration who have attained an average of 3.0 or better for all courses scheduled in that semester and junior and senior students in the College of Business Administration who have attained an average of 3.5 or better for all courses scheduled in that semester. This list is made known to the public and notation of this distinction is made a part of the permanent file of each student included on the list.

REPETITION OF COURSES

A student who has failed a course will be allowed to repeat that course when it is next offered. No more than two repetitions of the same course will be allowed to any student.

With the permission of the Dean, a student may repeat a course already successfully completed in order to better the quality of his work. The results of the second attempt super-

sede the results of the first attempt. No third attempt will be allowed unless the second attempt results in a failure, in which case the course must be repeated a second time. In computing scholastic average all attempts will be counted.

CLASSIFICATION OF STUDENTS

Those students are ranked as Sophomores, who have credit for twenty-four semester hours; Juniors, who have credit for fifty-six semester hours; and Seniors, who have credit for ninety-two semester hours.

SCHOLASTIC STANDING

The standing of a student is computed on all hours attempted, including Theology and Military Science but excluding authorized withdrawals. All attempts at a course which has been failed and repeated or which has been repeated to raise the quality of work will be counted in computing a student's scholastic standing.

QUALITY POINT RATING

No student will be permitted to graduate unless he has established a quality point average of 2.0 in his work towards the desired degree.

N. B. The quality point average is determined by dividing the total of quality points earned by the total hours attempted.

Quality points are earned in the following manner: for the grade of "A," in a subject course, the student is credited with four times as many quality points as semester hours allowed for that course; for the grade of "B," three times as many quality points as semester hours; for the grade of "C," twice as many quality points as semester hours; for the grade of "D," the same number of quality points as semester hours; for the grade of "F," no quality points are merited.

SCHOLASTIC PROBATION AND DISMISSAL

1. In order that students maintain the required academic standing and continue in course, the following minimum standards must be met:

a) a quality point average of 1.7 for the first semester
b) a total quality point average of 2.0 for the second semester
c) a total quality point average of 2.0 after the second semester and every subsequent semester.

Students failing to meet these specified requirements will be placed on probation for one semester. If a student is unable to raise his quality point average to the required minimum after one semester of probation, he will be subject to dismissal from the College.

Only rarely and for very grave reason will the probation of a student be extended beyond one semester.

2. Students transferring to Loyola from other colleges or universities will be placed on probation if they fail to achieve a 2.0 average for their first semester's work at Loyola University.

3. Students are allowed no more than three placements on probation during their college career. Students who have failed to meet their scholastic requirements for the fourth time will be subject to dismissal from the College.

4. Students on scholastic probation will schedule no more than sixteen semester hours in required courses for the degree.

COURSES AT OTHER UNIVERSITIES

A student who wishes to schedule courses at another college, during the summer session or otherwise, and who wishes to have such courses recognized as partial fulfillment of his degree program must obtain written permission of the Dean before such courses are scheduled. Failure to obtain such permission will render the courses unacceptable at Loyola. No credit will be allowed for any such courses carrying less than a "C" grade.

PROGRESSION

Before the completion of his sophomore year the student should have determined in consultation with his adviser the selection of a program of junior and senior courses. A limited amount of specialization is provided for in the various programs but students are cautioned against too much narrow specialization. In all cases the junior and senior program must be approved by the student's adviser and the Dean.

At the conclusion of the student's sophomore year his scholastic progress will be reviewed carefully by his adviser, a faculty committee, and the Dean. Before undertaking a junior program a student should have demonstrated beyond a doubt his scholastic proficiency. He should have a general average of "C" or 2.0. If a student has a marked deficiency in quality he may be forced to repeat lower division courses; he may be put on probation; or he may be dismissed permanently.

REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

I. Knowledge of Regulations—Every student is to acquaint himself with all regulations of the University and the College

that pertain to him. The College of Business Administration reserves the right to change its course requirements and its regulations and to make changes effective for currently registered students and new registrants. When a student registers in the University, it is understood that both the student and the student's parents or guardians agree to the student being governed by the regulations of the University and the College, and will abide by decisions that may be made by officials in the University regarding the student.

Requirements for the degree are clearly outlined. All students are specifically warned that they bear sole responsibility for full compliance with all freshman, sophomore, and upper division requirements for graduation from this College.

II. The Amount of Work—To receive the degree, Bachelor of Business Administration, a student is required to complete at least 126 semester hours, exclusive of hours earned in Theology and Military Science, distributed in such a manner as to include normally eight semesters of work.

Exceptions are made for the Programs in Business and Mathematics, Business and Law and Administrative Practices.

The courses are divided into three groups.

a. The arts and sciences background courses which constitute nearly one-half of the program and which are designed to free the future executive from the limitations of a restricted technical education. Students are required to take and to elect courses in the College of Arts and Sciences during their entire four years.

b. A lesser portion of the courses are in the field of Economics and are designed to equip the future business leader with a broad knowledge of economic principles, problems, and analytical process in our own country and in the principal regions of the world.

c. The professional courses of the business administration program constitute about forty per cent of the total courses taken and are divided into two groups.

    1. Courses designed to give broad comprehension in all of the major fields of business administration. These are sometimes called the "core" courses and include studies in the fields of management, ac-

counting, economics, marketing, finance, statistics, business law and communications.

2. The fields of concentration which include a limited number of upper division courses in each of the "core" fields of business. These are described on page 52 under the general heading "Junior-Senior Programs of Study."

III. Quality of Work—A candidate for the Bachelor of Business Administration degree must present not only the required quantity and character of degree work, but must also attain a certain standard of excellence in his work. Hence the candidate must have earned a general average of "C" or better for all courses attempted and must have at least a "C" average for upper division professional courses.

IV. Absentia Work—A student who wishes to schedule courses at another college, during the summer session or otherwise, and who wishes to have such courses recognized as partial fulfillment of his degree program must obtain written permission of the Dean before such courses are scheduled. Failure to obtain such permission will render the courses unacceptable at Loyola. No credit will be allowed for any such courses carrying less than a "C" grade.

V. Application for Degree and Payment of Fees—At the beginning of the scholastic year in which the candidate expects to complete the work required for his degree he must present to the Registrar a formal application for that degree.

On the day specified in the Session Calendar the candidate must pay his graduation fee of twenty-five dollars and discharge all other financial indebtedness to the University.

VI. Presence at Graduation—All candidates for degrees must be present at the Baccalaureate Services and the Commencement Exercises. This applies to students following the Combined Program in Business and Law. The University will not confer degrees *in absentia.* Exception is made for candidates in the armed services.

VII. Graduation Honors — Graduation honors are computed according to the quality point system. A student's graduation average is determined by dividing the total number of quality points earned by the total number of semester hours attempted by the student in his courses. Semester hours carried include all hours attempted (excluding authorized withdrawals and including failures and all attempts at a course which has been repeated in order to raise the total of quality points). A student who has made an average of 3.5 graduates *cum laude;* one who has made an average of 3.7,

magna cum laude; one who has made an average of 3.9, *summa cum laude.* Record of these honors is inscribed on the diploma and noted in the list of graduates published for the Commencement Exercises.

VIII. Character of Work—The various degree programs in this College all call for a minimum of 126 semester hours with approximately one-half of the work in liberal arts and about one-half in business administration subjects. All students must complete the following courses:

Course	Sem. Hrs.	Course	Sem. Hrs.
English	12	Accounting	9
Philosophy	15	Money and Banking	3
Arts and Sciences Electives	18	Corporation Finance	3
Mathematics	6	Marketing Management I	3
Behavorial Sciences	6	Legal Environment of Business	6
Principles of Economics	6	Labor Economics	3
Intermediate Economic Analysis	6	Statistics	6
		Human and Technical Factors in Business Management	3
		Managerial Accounting	3
		Administrative Practices	3
		Business Report Writing	3
		Professional Electives	12
	69		57

THEOLOGY REQUIREMENTS

All Catholic students who take the full four-year degree program at Loyola, or who accelerate the four-year program and graduate in less than four calendar years are required to earn sixteen semester hours credit in Theology.

Transfer students are required to earn credit for one course in Theology for each semester of instruction at Loyola.

Combined degree students who take less than four years of undergraduate work before entering a professional school are required to earn credit for one course in Theology for each semester of instruction in the undergraduate program.

Non-Catholics are not required to fulfill the theology requirements.

MILITARY SCIENCE REQUIREMENT

All male students, except those specifically exempt, are required to earn credit for eight semester hours in Military Science (normally during their freshman and sophomore years).

PHILOSOPHY REQUIREMENTS FOR TRANSFER STUDENTS

Transfer students must complete successfully a course in Philosophy for every semester in residence until the fifteen semester-hour requirement in Philosophy has been fulfilled.

LOWER DIVISION ARTS AND SCIENCES ELECTIVE

During a student's first two years at Loyola twelve semester hours must be taken in elective courses in the College of Arts

and Sciences. Courses which may be elected include social sciences, foreign languages, speech, or physical sciences. If a student elects a physical science in his freshman year he may elect a physical or social science in his sophomore year. Students who elect social sciences or a language must establish twelve semester hours credit in either social sciences or a language.

REQUIRED COURSES FOR DEGREE

All candidates for the Bachelor of Business Administration degree must complete all the courses listed on page 48. The student and his adviser will determine the best selection of junior and senior elective courses. A limited amount of specialization is permitted in the various programs of study but the student is urged to get as much breadth as possible in his course of studies. At least one upper division elective must be taken in a college or department of Loyola University other than the College of Business Administration. This course or these courses will be decided through consultation between the student and his faculty adviser.

All Catholic students who take the full four-year degree program at Loyola, or who accelerate the four-year program and graduate in less than four calendar years are required to earn sixteen semester hours credit in Theology. Transfer students are required to earn credit for one course in Theology for each semester of instruction at Loyola. Combined degree students who take less than four years of undergraduate work before entering a professional school are required to earn credit for one course in Theology for each semester of instruction in the undergraduate program. Male freshmen and sophomores except those specifically exempt are required to earn credit for eight semester hours in Military Science.

Students who achieve superior scores in the College Entrance Examination Board Tests may be assigned to the following English sequence: En. 102, En. 202, En. 201 and for the concluding English course any upper division elective course offered by the English Department.

During a student's first two years at Loyola twelve semester hours must be taken in elective courses in the College of Arts and Sciences. Courses which may be elected include social science, foreign languages or physical sciences. If a student elects a physical science in his freshman year he may elect a physical or social science in his sophomore year. Students who elect social sciences or a language must establish twelve semester hours credit in either social sciences or a language.

FRESHMAN YEAR

Course No.		Sem. Hrs. I	II
En. 101-102	Freshman Composition	3	3
Mt. 111-B.A. 112	Fundamentals of College Mathematics—Mathematics of Finance	3	3
Course 101-102	Arts and Sciences Elective	3	3
B.A. 105-106	Behavioral Science I—Behavioral Science II	3	3
Acc. 105-106	Principles of Accounting	3	3
	Military Science	—	—
		15	15

SOPHOMORE YEAR

En. 201-202	A Survey of English Poetry and Prose	3	3
Course 201-202	Arts and Sciences Elective	3	3
Pl. 201-202	Logic—Metaphysics I	3	3
B. A. 210-211	Statistics	3	3
Eco. 201-202	Economic Principles and Problems	3	3
Acc. 203-B.A. 202	Functional Accounting—Business Report Writing	3	3
	Military Science	—	—
		18	18

JUNIOR YEAR

Pl. 301-302	The Philosophy of Human Nature—Ethics	3	3
Eco. 305-307	Money and Banking—Corporation Finance	3	3
Mk. 305-Eco. 331	Marketing Management I—Labor Economics	3	3
Eco. 321-322	Intermediate Economic Analysis	3	3
	Elective[1°]	3	3
		15	15

SENIOR YEAR

B.A. 305-306	Legal Environment of Business	3	3
Mg. 333-355	Human and Technical Factors in Business Management—Managerial Accounting	3	3
Mg. 346	Administrative Practices		3
	Elective[2°]	3	
	Elective[1°]	3	3
	Electives[3°]	3	3
		15	15

[1°] See Junior-Senior Program of Study.

[2°] Upper division Arts and Sciences elective. M.S. 352 may be substituted for this requirement.

[3°] Two upper division Philosophy electives **OR**
One upper division Philosophy elective **AND**
One upper division Arts and Sciences elective.

and Sciences. Courses which may be elected include social sciences, foreign languages, speech, or physical sciences. If a student elects a physical science in his freshman year he may elect a physical or social science in his sophomore year. Students who elect social sciences or a language must establish twelve semester hours credit in either social sciences or a language.

REQUIRED COURSES FOR DEGREE

All candidates for the Bachelor of Business Administration degree must complete all the courses listed on page 48. The student and his adviser will determine the best selection of junior and senior elective courses. A limited amount of specialization is permitted in the various programs of study but the student is urged to get as much breadth as possible in his course of studies. At least one upper division elective must be taken in a college or department of Loyola University other than the College of Business Administration. This course or these courses will be decided through consultation between the student and his faculty adviser.

All Catholic students who take the full four-year degree program at Loyola, or who accelerate the four-year program and graduate in less than four calendar years are required to earn sixteen semester hours credit in Theology. Transfer students are required to earn credit for one course in Theology for each semester of instruction at Loyola. Combined degree students who take less than four years of undergraduate work before entering a professional school are required to earn credit for one course in Theology for each semester of instruction in the undergraduate program. Male freshmen and sophomores except those specifically exempt are required to earn credit for eight semester hours in Military Science.

Students who achieve superior scores in the College Entrance Examination Board Tests may be assigned to the following English sequence: En. 102, En. 202, En. 201 and for the concluding English course any upper division elective course offered by the English Department.

During a student's first two years at Loyola twelve semester hours must be taken in elective courses in the College of Arts and Sciences. Courses which may be elected include social science, foreign languages or physical sciences. If a student elects a physical science in his freshman year he may elect a physical or social science in his sophomore year. Students who elect social sciences or a language must establish twelve semester hours credit in either social sciences or a language.

FRESHMAN YEAR

Course No.		Sem. Hrs. I	II
En. 101-102	Freshman Composition	3	3
Mt. 111-B.A. 112	Fundamentals of College Mathematics—Mathematics of Finance	3	3
Course 101-102	Arts and Sciences Elective	3	3
B.A. 105-106	Behavioral Science I—Behavioral Science II	3	3
Acc. 105-106	Principles of Accounting	3	3
	Military Science	—	—
		15	15

SOPHOMORE YEAR

En. 201-202	A Survey of English Poetry and Prose	3	3
Course 201-202	Arts and Sciences Elective	3	3
Pl. 201-202	Logic—Metaphysics I	3	3
B. A. 210-211	Statistics	3	3
Eco. 201-202	Economic Principles and Problems	3	3
Acc. 203-B.A. 202	Functional Accounting—Business Report Writing	3	3
	Military Science	—	—
		18	18

JUNIOR YEAR

Pl. 301-302	The Philosophy of Human Nature—Ethics	3	3
Eco. 305-307	Money and Banking—Corporation Finance	3	3
Mk. 305-Eco. 331	Marketing Management I—Labor Economics	3	3
Eco. 321-322	Intermediate Economic Analysis	3	3
	Elective[1°]	3	3
		15	15

SENIOR YEAR

B.A. 305-306	Legal Environment of Business	3	3
Mg. 333-355	Human and Technical Factors in Business Management—Managerial Accounting	3	3
Mg. 346	Administrative Practices		3
	Elective[2°]	3	
	Elective[1°]	3	3
	Electives[3°]	3	3
		15	15

[1°] See Junior-Senior Program of Study.

[2°] Upper division Arts and Sciences elective. M.S. 352 may be substituted for this requirement.

[3°] Two upper division Philosophy electives **OR**
One upper division Philosophy elective **AND**
One upper division Arts and Sciences elective.

JUNIOR - SENIOR PROGRAMS OF STUDY

Outlined below are the areas of specialization open for students in the College of Business Administration. Although these are sometimes referred to as "majors" and "minors" it is understood that the general major fields for all business students are management, accounting, and economics. These fields of specialization presented below are intended for students who have specific interests within the functional fields of business administration. It should be pointed out that three of these programs—the Programs in General Business-Management, Economics, and Marketing—do not require specific electives until the third year in college. Therefore, a student selecting one of these fields for specialization during his first two years may transfer to any of the others without having to take additional courses. The remaining five programs—the Programs in Accounting, Business and Mathematics, Business and Law, Administrative Practices, and Television-Management—require specific courses during the first and second years. In general, therefore, a student selecting one of these programs cannot transfer to another special program (or from one of the general programs to any one of these special programs) without having to make up the required courses for the program to which he transfers.

PROGRAM IN GENERAL BUSINESS-MANAGEMENT[1°]

This program is strongly recommended for students who want a good solid preparation for business without any great attempt at specialization. All of the electives may be used in a way to serve the particular needs of a student and to give an opportunity for maximum breadth. The student and his adviser will determine the proper selection of courses in this as in all programs of study. It is strongly urged that at least six semester hours of marketing be taken in this program.

Recommended Courses: At discretion of Adviser.

PROGRAM IN ECONOMICS[1°]

A comprehensive and sound knowledge of economic theory and its application is essential in all business affairs. The Program in Economics is offered to provide greater opportunity for training in advanced economic courses for those who may aspire to graduate work or to careers in professional economics or government service.

Recommended Courses: Eco. 308, Eco. 313, Eco. 314, Eco. 316, Eco. 325, Eco. 332, and selected Arts and Sciences courses or specific selections from the four categories of courses in Economics.

[1°] See pages 50-51.

PROGRAM IN MARKETING[10]

For years in the United States major emphasis was placed on production and little attention was devoted to the marketing phases of American economic life. Since 1914 such developments in technological improvements and increased productive capacity have occurred that problems of finding and stimulating market outlets for an endless quantity and variety of goods have arisen.

The challenge presented results in a new and vigorous emphasis on all aspects of marketing.

Today it is estimated that sixty per cent of the consumer's dollar goes to pay for marketing activities as compared with forty per cent to cover direct production costs and profits. Whether this estimate is exact or not, it is apparent that a realization of the importance of marketing in business affairs gives rise to a host of career possibilities for the student of business.

In private employment there are opportunities: in selling, advertising, survey and research work, wholesaling and retailing; as manufacturers agents; in related and associated fields such as transportation, insurance, radio, and banking.

In governmental employment there are career opportunities of many types, especially in the Departments of Commerce and Agriculture and in specialized Bureaus.

Recommended Courses: Mk. 306 or Mk. 331, Mk. 308, Mk. 310, and selected Arts and Sciences courses.

PROGRAM IN ACCOUNTING[10]

In all types of business organizations, a sound knowledge of accounting is fundamental and essential for proper management of modern business affairs. Management today is highly specialized; thus, the need for a flow of continuous information concerning operating costs and expenses, resources and liabilities, and resultant profits or losses is of paramount importance in furnishing management with a tool for conducting a healthily operating business. Increasing regulations and taxation activities of governmental agencies are complicating business problems to place further emphasis on the present need for such knowledge.

The student who takes advanced studies in accounting prepares himself for a very useful career in the fields of private, commercial, and industrial accounting; public accounting; governmental service; tax consulting; cost analysis; controllership; or teaching. Those who wish to acquire a solid background for accounting work or those who contemplate graduate studies

[10] See pages 50-51.

in accounting are urged to select the accounting program. A student should not attempt to continue the accounting program unless he has maintained at least a "C" average in his lower division accounting courses.

FRESHMAN YEAR

Course No.		Sem. Hrs. I	II
En. 101-102	Freshman Composition	3	3
Mt. 111-B.A. 112	Fundamentals of College Mathematics—Mathematics of Finance	3	3
Course 101-102	Arts and Sciences Elective	3	3
B.A. 105-106	Behavioral Science I—Behavioral Science II	3	3
Acc. 105-106	Principles of Accounting	3	3
	Military Science		
		15	15

SOPHOMORE YEAR

En. 201-202	A Survey of English Poetry and Prose	3	3
Course 201-202	Arts and Sciences Elective	3	3
Pl. 201-202	Logic—Metaphysics I	3	3
B.A. 210-211	Statistics	3	3
Eco. 201-202	Economic Principles and Problems	3	3
Acc. 205-206	Intermediate Accounting	3	3
	Military Science		
		18	18

JUNIOR YEAR

Pl. 301-302	The Philosophy of Human Nature—Ethics	3	3
Eco. 305-307	Money and Banking—Corporation Finance	3	3
Eco. 321-322	Intermediate Economic Analysis	3	3
Eco. 331-Acc. 314	Labor Economics[1]—Federal Tax Accounting	3	3
Acc. 305-306	Advanced Accounting	3	3
		15	15

SENIOR YEAR

B.L. 305-306	Business Law	3	3
Mg. 338	Human and Technical Factors in Business Management	3	
Mk. 305	Marketing Management I		3
Acc. 317-318	Cost Accounting—Controllership Accounting[2]	3	3
Acc. 323	Auditing Principles and Problems—Elective[3]	3	3
	Electives[1]	3	3
		15	15

[1] Mg. 341 may be substituted for Eco. 331.
[2] Acc. 319 may be substituted for Acc. 318.
[3] Upper division arts and sciences elective.
[4] Two upper division Philisophy electives
OR one upper division Philosophy elective
AND one upper division Arts and Sciences elective.

COMBINED PROGRAM IN BUSINESS AND MATHEMATICS[1°]

This program is for students who want a sound foundation for a career in business that utilizes the rapidly developing quantitative techniques used for managerial decisions. The demand for persons with this type of formal training is steadily increasing, permitting those who possess this training virtually unlimited opportunities.

FRESHMAN YEAR

Course No.		Sem. Hrs. I	II
En 101-102	Freshman Composition	3	3
Mt. 125-257	Unified College Algebra and Trigonometry—Analytic Geometry and Calculus I[2°]	5	5
Course 101-102	Arts and Sciences Elective	3	3
B.A. 105-106	Behavioral Science I—Behavioral Science II	3	3
Acc. 105-106	Principles of Accounting	3	3
	Military Science		
		17	17

SOPHOMORE YEAR

En. 201-202	A Survey of English Poetry and Prose	3	3
Pl. 201-202	Logic—Metaphysics I	3	3
Mt. 259-260	Analytic Geometry and Calculus II and III[3°]	3	3
Course 201-202	Arts and Sciences Elective	3	3
Eco. 201-202	Economic Principles and Problems	3	3
Acc. 203-B.A. 202	Functional Accounting—Business Report Writing	3	3
	Military Science		
		18	18

JUNIOR YEAR

Pl. 301-302	The Philosophy of Human Nature—Ethics	3	3
Eco. 305-307	Money and Banking—Corporation Finance	3	3
Eco. 331-Mk. 305	Labor Economics[4°]—Marketing Management I	3	3
Eco. 321-322	Intermediate Economic Analysis	3	3
Mt. 347-348	Elementary Mathematical Statistics	3	3
		15	15

SENIOR YEAR

Mg. 338-346	Human and Technical Factors in Business Management—Administrative Practices	3	3
B.A. 305-306	Legal Environment of Business	3	3
Mt. 361-362	Advanced Calculus[5°]	3	3
Mt. 393	Programming Mathematical Problems for Digital Computers—Elective[6°]	3	3
	Electives[7°]	3	3
		15	15

[1°] See pages 50-51.

[2°] Exceptional students only, with sufficient background, may substitute Mt. 257-258, Analytic Geometry and Calculus I and II, for Mt. 125-257, Unified College Algebra and Trigonometry—Analytic Geometry and Calculus I.

[3°] Students who substitute Mt. 257-258 for Mt. 125-257 must substitute Mt. 260-352, Analytic Geometry and Calculus III—Ordinary Differential Equations, for Mt. 259-260.

[4°] Mg. 341 may be substituted for Eco. 331.

[5°] Other mathematic courses may be substituted.

[6°] Upper division professional elective.

[7°] Two upper division Philosophy electives
OR one upper division Philosophy elective
AND one upper division Arts & Sciences elective.

COMBINED PROGRAM IN BUSINESS AND LAW[10]

The combination of business administration and law affords exceptional training for a career in law or business or governmental service. With the combined program which is here offered it is possible to achieve both the degrees, Bachelor of Business Administration and Bachelor of Laws, after six years of study. This combination program is recommended only for those students who are able to maintain a "B" or high "C" average in their studies. Required credit in Business Administration 305-306 is waived, and most electives are to be scheduled in the School of Law.

1. A Business Administration student may enter upon his studies in the School of Law after the completion of his junior year.

2. Before transferring to the School of Law he must have completed all the subjects prescribed below.

3. He must have been registered during the entire year as a senior in the College of Business Administration and as a first year student in the School of Law.

4. He must have completed successfully the first year of his law studies as required by the School of Law for his promotion to the second year of law studies. This would require the passing of a minimum of eighteen semester hours with a sufficient number of quality points so that the total quality point hour ratio of all upper division professional courses attempted and all law courses attempted shall be at least a "C" average.

5. He must not be under official censure either in the College of Business Administration nor in the School of Law.

6. He must see that an official record of the School of Law studies be sent to the Dean of the College of Business Administration.

7. He will receive the Bachelor of Business Administration Degree at the same time he receives his Bachelor of Laws Degree. If he elects to do so, he may receive the Bachelor of Business Administration Degree during the graduation exercises at the successful completion of his first year in the School of Law if he has fulfilled all the requirements for the combined degree. However, if for any reason a student voluntarily withdraws from the Bachelor of Laws Program after the successful completion of the first year of his law studies as required by the School of Law for his promotion to the second year of law studies and is under no official censure of either the College of Business Administration or the School of Law, he may receive the Bachelor of Business Administration Degree at the next normally scheduled exercises with the other candidates for the Bachelor of Business Administration Degree.

8. A student who does not achieve a "C" average or better in the School of Law may petition the Dean of the College of Business Administration for readmission to the College of Business Administration to complete the requirement for the degree of B.B.A. The Dean of the College of Business Administration will have the right to readmit students in this category.

FRESHMAN YEAR

Course No.		Sem. I	Hrs. II
En. 101-102	Freshman Composition	3	3
Mt. 111-BA. 112	Fundamentals of College Mathematics—Mathematics of Finance	3	3
Course 101-102	Arts and Sciences Elective	3	3
Pl. 201-202	Logic—Metaphysics I	3	3
B.A. 105-106	Behavioral Science I—Behavioral Science II	3	3
Acc. 105-106	Principles of Accounting	3	3
	Military Science		
		18	18

SOPHOMORE YEAR

En. 201-202	A Survey of English Poetry and Prose	3	3
Course 201-202	Arts and Sciences Elective	3	3
Pl. 301-302	The Philosophy of Human Nature—Ethics	3	3
B.A. 210-211	Statistics	3	3
Eco. 201-202	Economic Principles and Problems	3	3
Acc. 203-B.A. 202	Functional Accounting—Business Report Writing	3	3
	Military Science		
		18	18

[10] See pages 50-51.

JUNIOR YEAR

Course No.		Sem. I	Hrs. II
Eco. 305-307	Money and Banking—Corporation Finance	3	3
Eco. 331-Mk. 305	Labor Economics[1°]—Marketing Management I	3	3
Eco. 321-322	Intermediate Economic Analysis	3	3
Mg. 346-338	Administrative Practices—Human and Technical Factors in Business Management	3	3
	Elective[2°]	3	
	Electives[3°]	3	3
		18	15

SENIOR YEAR

	School of Law Electives	9	12

[1°]Mg. 341 may be substituted for Eco. 331.

[2°]Upper division professional elective.

[3°]Two upper division Philosophy electives
OR one upper division Philosophy elective
AND one upper division Arts & Sciences elective.

PROGRAM IN ADMINISTRATIVE PRACTICES[1°]

The objective of the Administrative Practices Program is to provide a broad foundation of general education and a thorough background in business administration and economics upon which vocational competencies and personal qualities essential to a position as office manager or executive secretary can be developed.

FRESHMAN YEAR

Course No.		Sem. I	Hrs. II
En. 101-102	Freshman Composition	3	3
Mt. 111-B.A. 112	Fundamentals of College Mathematics—Mathematics of Finance	3	3
B.A. 105-106	Behavioral Science I—Behavioral Science II	3	3
Acc. 105-106	Principles of Accounting	3	3
B.S. 105-106	Techniques of Typewriting	2	2
		14	14

SOPHOMORE YEAR

En. 201-202	A Survey of English Poetry and Prose	3	3
Eco. 201-202	Economic Principles and Problems	3	3
Acc. 203-Sh. 102	Functional Accounting—Fundamentals of Speech II	3	3
B.S. 201-202	Techniques of Shorthand	3	3
B.S. 205-Pl. 202	Advanced Typewriting—Metaphysics I	2	3
	Arts & Sciences Electives (Lower Division)	3	3
		17	18

JUNIOR YEAR

Pl. 201-301	Logic—Philosophy of Human Nature	3	3
Eco. 305-Mg. 338	Money and Banking—Human and Technical Factors in Business Management	3	3
B.S. 309-310	Advanced Shorthand	3	3
B.A. 210-211	Statistics	3	3
Eco. 313-314	Economic History of Europe—Economic History of United States	3	3
B.S. 311	Business Communications	3	
		18	15

SENIOR YEAR

Pl. 302	Ethics—Pl Elective	3	3
B.A. 305-306	Legal Environment of Business	3	3
B.S. 315-316	Secretarial Procedures	3	3
Mk. 305-Mg. 346	Marketing Management I—Administrative Practices	3	3
	Upper Division Arts & Sciences Electives	3	3
		15	15

[1°]See pages 50-51.

PROGRAM IN TELEVISION - MANAGEMENT[1°]

The Television-Management Program is a highly specialized degree program directed toward the development of trained personnel for management of television operations. The program consists of a basic business curriculum; elective courses (normally chosen by the student) must be from the television field. The facilities of the university and its CBS-affiliated television station are used. Courses are taught by the regular business school faculty and by selected personnel of the local commercial and educational television stations in New Orleans. This requires students' working with professional broadcasters and directors as well as working at the university.

FRESHMAN YEAR

Course No.		Sem. Hrs. I	II
En. 101-102	Freshman Composition	3	3
Mt. 111-B.A. 112	Fundamentals of College Mathematics—Mathematics of Finance	3	3
B.A. 105-106	Behavioral Science I—Behavioral Science II	3	3
Acc. 105-106	Principles of Accounting	3	3
TV 111-112	Introduction to Television, Radio, and Film	3	3
Sh. 101-102	Fundamentals of Speech I & II	3	3
		18	18

SOPHOMORE YEAR

En. 201-202	A Survey of English Poetry and Prose	3	3
Pl. 201-202	Logic—Metaphysics I	3	3
Eco. 201-202	Economic Principles and Problems	3	3
TV 221-222	Radio and Television Acting—Radio and Television Announcing	3	3
B.A. 210-211	Statistics	3	3
Acc. 203	Functional Accounting		3
		15	18

JUNIOR YEAR

Pl. 301-302	Philosophy of Human Nature—Ethics	3	3
Mg. 339-Mk. 305	Public Relations—Marketing Management I	3	3
Eco. 321-322	Intermediate Economic Analysis	3	3
TV 313-314	Technical Aspects of Television Studio Operation—Television Studio Operation	3	3
TV. 315-316	Directing for Television—Producing for Television	3	3
		15	15

SENIOR YEAR

B.A. 305-306	Legal Environment of Business	3	3
TV. 317-318	Programming—Television Studio Management	3	3
Eco. 305-307	Money and Banking—Corporation Finance	3	3
Mk. 310-360	Marketing Research—Marketing Psychology	3	3
	Electives[2°]	3	3
		15	15

[1°] See pages 50-51.

[2°] Two upper division Philosophy electives
OR one upper division Philosophy elective
AND one upper division Arts & Science elective.

DEPARTMENT OF MILITARY SCIENCE AND TACTICS

RESERVE OFFICERS TRAINING CORPS

The Department of the Army maintains a General Military Science ROTC unit at Loyola. Students admitted to the Advanced Course may, prior to graduation, request a Reserve commission in a branch in which their professional major will qualify them. Instruction is given in subjects common to all branches of the Army.

All physically fit male students of the College of Business Administration, except veterans, are required by the institution to participate in two years of Military Training, normally during their first two years.

Senior Division ROTC Program

The Senior ROTC program consists of two parts: (1) Basic Course and (2) Advanced Course, including a summer camp.

(1) Basic Course. The Basic Course consists of formal instruction for a minimum of three hours per week for two academic years of at least 30 weeks. The Department of the Army permits the Professor of Military Science, at his discretion, to grant up to two years credit in the basic course for previous active service in the Armed Forces. In certain cases, credit is also granted for prior ROTC instruction at other educational institutions.

(2) Advanced Course. The Advanced Course consists of advanced instruction in general military subjects, for a minimum of five hours per week for two academic years of at least 30 weeks each. Entrance to the Advanced Course is limited to those students taking an academic course on the college level, who have completed the basic course or received credit for prior service as prescribed above.

Summer Camp

Members of the Advanced Course are required to attend camp one summer, normally between the first and second year. All students going to camp receive mileage for the round trip from school at the rate of 5 cents per mile and are housed, uniformed and given medical attention at government expense while at the camp. The duration of camp is six weeks and begins about the middle of June.

The military training will consist of practical and theoretical instruction. In addition to this training, the student has an opportunity to participate in healthy outdoor sports of all kinds and in competition with young men from other colleges. All students attending camp should take with them athletic shorts, tennis shoes and swimming suit. A well planned religion program is conducted at the camp by experienced chaplains.

DISTINGUISHED MILITARY STUDENTS

Military Students who have completed the First Year Advanced Course are considered for selection. A Distinguished Military Student is an individual designated as such after careful consideration of his qualifications by the President of the University and the PMS. He must possess outstanding qualities of leadership, high moral character, a definite aptitude for the military service, and he must have demonstrated his leadership ability through his accomplishments while participating in recognized campus activities. Also, he must have sufficient standing in both military and academic subjects.

DISTINGUISHED MILITARY GRADUATES

Those graduates who have completed the entire ROTC Course and who have been selected by the President of Loyola University for scholastic excellence, may be designated as "Distinguished Military Graduates" by the Professor of Military Science, as possessing outstanding qualities of leadership, character and aptitude for Military Service. Such "Distinguished Military Graduates" are considered in selections for appointment in the Regular Army if application is made prior to graduation.

DRAFT DEFERMENTS

The ROTC deferment procedure is primarily designed to permit selected members of the ROTC to qualify for appointment as commissioned officers of a component of the Army through uninterrupted completion of academic courses. Deferment will not be granted to a student who cannot ultimately qualify for a commissioned appointment through enrollment and training afforded by the ROTC or who evidences lack of desire to become an officer of the Army. Students who sign a Deferment Agreement are required to:

(1) Complete the basic course, if enrolled therein; at the proper time enroll in and complete the advanced course, if accepted therefor.

(2) Accept appointment as a commissioned officer in a component of the Army, if tendered.

(3) Service on active duty for a period of not less than two years after receipt of commission, if so ordered by the Secretary of the Army.

(4) Remain a member of an active or reserve component of the Army until the eighth anniversary of a receipt of commission if required by Department of the Army.

National Society of Pershing Rifles

The Pershing Rifles is a National Honorary Military Society. Its aim is to encourage, develop and preserve the highest ideals of the military profession, to promote American citizenship, to create a closer and more effective relationship between cadets of various colleges and universities and to provide appropriate recognition of military ability and application among the cadets of the Senior Division, Reserve Officers' Training Corps. Application for membership may be made by any basic cadet in good scholastic and leadership standing.

National Society of Scabbard and Blade

The National Society of Scabbard and Blade is an organization for uniting in closer relationship the military departments of American universities and schools; for preserving and developing the essential qualities of good and efficient officers; for preparing individuals as educated men to take a more active part and have a greater influence in the military affairs of the communities in which they reside; and to spread intelligent information concerning the military requirements of this country. Membership is by selection from the members of the Advanced course, upon approval of National Headquarters.

Association of the United States Army

The Association of the United States Army is a national military organization. The Association promotes a closer affiliation between the military and academic departments. It offers to the military student an opportunity to gain a true insight of the purpose and activities of the United States

Army. One of the many projects of the AUSA Chapter is the Ranger program designed to help students acquire a high degree of physical fitness and tactical proficiency.

ENROLLMENT AND CONTINUANCE

The general requirements for enrollment and continuance in the ROTC are that the student be a citizen of the United States, physically qualified as prescribed by the Department of the Army, accepted by the institution as a regularly enrolled student, be not less than 14 years of age and must not have reached 23 years of age at time of enrollment and agree in writing upon admission to the Advanced ROTC Course (1) to complete the course of instruction offered unless released by the Department of the Army, and (2) accept a Reserve Commission if tendered.

ACADEMIC CREDIT

Academic Credit is granted for the completion of the Military Course on the basis indicated below:

	1st Semester	2nd Semester	Total Credit Hours
Basic 1st Year	2	2	4
Basic 2nd Year	2	2	4
Advanced 1st Year	3	3	6
Advanced 2nd Year	3	3	6

EMOLUMENTS

During enrollment in the Advanced Course, the student is paid a monthly allowance in lieu of subsistance, which comes to around $535 for the two-year course. Students attending ROTC summer camp also receive $117 for the six week period and receive a travel allowance of five cents a mile to and from camp.

UNIFORMS

All ROTC students are required to deposit $25.00 with the Treasurer of the University prior to enrollment in the Basic and Advanced Course. The student will then secure the prescribed uniforms and insignia from the ROTC supply room. Necessary repair or replacements of articles or uniforms must be made by the students. The uniform deposit will be returned to the student upon completion or authorized withdrawal from the course, providing articles or uni-

forms are returned in good condition. (Advanced Course students awarded a commission will be permitted to retain uniforms). Final settlement will be made by the Treasurer's Office.

Texts and Equipment

The Government will provide the necessary texts and equipment to carry out the ROTC Program on a loan basis to the student. A fee will be deducted from the uniform deposit for loss of texts or equipment.

Rifle Teams

Rifle teams will be selected through individual competition, and will represent the ROTC in Matches sponsored by Fourth U. S. Army, and in matches with other colleges and universities. The firing is conducted with modern small bore rifles on an indoor range.

The Basic Course

Military Instruction is of a general type applicable to the Army as a whole, and is for the purpose of providing the student with a foundation of basic military knowledge for future officers.

MILITARY SCIENCE I (101-2) (1st year) (90 hours)

Subject	Hours
Organization of The Army and ROTC	5
Individual Weapons and Marksmanship	10
U. S. Army and National Security	15
Leadership Laboratory	30
Academic Subjects	30

MILITARY SCIENCE II (201-2) (2nd year) (90 hours)

Subject	Hours
Map and Aerial Photograph Reading	15
Introduction to Operations and Basic Tactics	15
American Military History	30
Leadership Laboratory	30

The Advanced Course

Students who successfully complete the Basic Course may apply for enrollment in the Advanced Course. Students with

prior training at an institution having a recognized ROTC unit or with active military service, may be given credit toward completion of the Basic Course requirement.

Students must pass a prescribed physical examination prior to enrollment.

In general, students selected for the Advanced Course are those who have demonstrated, in the Basic Course, outstanding qualities of command leadership and who possess the mental, moral and physical characteristics indicative of Army Officer potential.

MILITARY SCIENCE III (301-2) (3rd year) (150 hours)

SUBJECT	HOURS
Leadership	16
Military Teaching Principles	18
Branches of The Army	24
Counter Insurgency Operations	5
Small Unit Tactics and Communications	52
Summer Camp Orientation	5
Leadership Laboratory	30

MILITARY SCIENCE IV (351-2) (4th year) (150 hours)

SUBJECT	HOURS
Operations	50
Logistics	20
Military Law	15
Army Administration	15
Service Orientation	10
Role of The United States in World Affairs	8
Map Reading Review	2
Leadership Laboratory	30

THE GRADUATE DIVISION OF THE COLLEGE OF BUSINESS ADMINISTRATION

Purposes

The Master in Business Administration program is addressed to the education of qualified students in order that they may assume increased responsibilities and may initiate well predicated research into business processes.

Graduates of the program will be prepared to direct and develop enterprises whose objectives and accomplishments are consonant with the ideals and increasing complexity of Western Culture.

It is intended also to prepare individuals to become teachers at colleges and universities whose curricula are designed to develop leaders with an appreciation of the functions and role of business in maintaining a free enterprise society.

The program is also of sufficient breadth and depth to provide a foundation for persons seeking more advanced degrees.

Admission

Admission to the M.B.A. program is predicated upon these requirements. The candidate must possess a baccalaureate degree from a recognized institution, an undergraduate academic record of "B" or better, and personal qualifications of sound character and intellectual attainment.

Additionally, the candidate must achieve a satisfactory score on either the Miller Analogies Test or the Admission Test for Graduate Study in Business.

Application forms may be secured from the Director of Admissions, Loyola University, New Orleans, Louisiana 70118. They must be accomplished in duplicate and returned directly to the Director of Admissions.

The applicant must request from the Registrar of each institution previously attended an official transcript *in duplicate* of all undergraduate, and where applicable, all graduate courses. These transcripts are to be sent directly to the Director of Admissions of Loyola University.

If the applicant was graduated from Loyola University and attended no other college or university either before or after graduation, no additional transcripts are required.

The Graduate Studies Committee reviews the applicant's collegiate record, class standing, and evidences of serious intent and past accomplishments.

If its findings are favorable, the applicant is directed to either take the Miller Analogies Test or have the Educational Testing Service transmit to the Director of the Graduate Division his score on the Admission Test for Graduate Study in Business.

The Committee's findings noted above plus the score achieved on either test determine whether or not the applicant is admitted.

An applicant with less than a "B" average in undergraduate work who achieves a superior score on either of the qualifying examinations may be admitted provisionally at the discretion of the Graduate Studies Committee.

RESIDENCE

Loyola University confers a degree only on those persons who have completed an entire academic year of satisfactory work under the guidance of the University. The student must take all his graduate courses at Loyola University.

In certain instances the Graduate Studies Committee may be petitioned to accept a maximum of six semester hours of graduate work satisfactorily accomplished at another recognized college or university. Acceptance of advanced standing will be determined exclusively by the Graduate Studies Committee.

A candidate is deemed to be a full-time student if he possesses a schedule of a minimum of twelve semester hours in any one semester.

Part-time students will ordinarily be limited to a maximum of six graduate hours during any one semester. Part-time candidates completing undergraduate core requirements may exceed this semester hour limitation with the approval of the Director.

ATTENDANCE

If the professor of any graduate level course believes a candidate's record of attendance is such as to jeopardize the satisfactory completion of the course, the Director will notify the candidate in writing of this professorial belief.

Continued unexplained, unsatisfactory attendance will cause the Graduate Studies Committee to review the candidate's standing in the program.

Limit of Time

Requirements for the degree must be met within four years from the date the candidate first registers for a course numbered 500 or over. If circumstances preclude accomplishment of the requirements within the prescribed period, the candidate may petition the Graduate Studies Committee for permission to continue his work. No more than two petitions will be accepted.

Curriculum

The curriculum is designed to provide for possessors of baccalaureate degrees in business and in the arts, sciences, and engineering.

Candidates holding degrees in business usually may enter directly into a thirty hour program of graduate work.

All other candidates are required to complete up to thirty hours of study in economics, accounting, statistics, business law, marketing, and management. These courses are called the undergraduate core curriculum.

Appropriate credit will be granted for satisfactory undergraduate work in these areas taken by candidates in any accredited undergraduate degree program.

All candidates during the final thirty hours of work are required to complete twelve semester hours of the following courses:

B.A. 500 Elements of Behavioral Sciences

Eco. 500 National Income and Employment Analysis

Eco. 501 Studies in Business Cycle Theories

Mg. 502 Managerial Economics

The remaining eighteen hours may be selected from the courses which will provide professional competence in the area of a student's major interest. The functional fields are in accounting, economics, management, and marketing. Each candidate will select courses from no less than two of the functional fields.

The requisite number of course hours in the selected functional fields with any other electives are determined by the student only with the advice and consent of his advisor. No other program determination is acceptable.

COURSE REQUIREMENTS

The candidate must achieve a "B" (3.0) average by the end of twelve semester hours of graduate level courses. This average must be maintained during the remainder of the program.

The Director will withdraw the candidacy of any student who has not achieved a "B" (3.0) average at the conclusion of the first twelve hours of graduate level courses. Additionally, any candidate whose average at the conclusion of the first six hours of graduate level courses indicates a satisfactory average cannot be achieved by the twelve hour limit will be denied further registration in the program.

Candidates completing undergraduate core requirements preparing for entrance into graduate courses must meet the academic standards of the College of Business Administration. Courses numbered 500 or over are reserved exclusively for graduate students.

COMPREHENSIVE EXAMINATION

A comprehensive written examination covering the required and selected functional fields shall be passed by the candidate at the conclusion of the course work. An oral examination may be required at the discretion of the Graduate Studies Committee.

Application for this examination is to be filed with the Director within four weeks after the beginning of the semester in which the degree is sought.

If the degree is deferred pending another examination, an interval of one semester, not including a summer session, must elapse before another comprehensive examination may be taken.

The second examination for the Master's degree is final. A petition for a third examination will not be entertained.

TUITION AND FEES

Tuition for a full-time candidate is $320.00 per semester for candidates taking graduate level courses. Tuition for a full-time candidate completing the undergraduate core curriculum requirements is computed at the rate of $20.00 per credit hour.

Tuition for a candidate on part-time basis is $80.00 per three credit hour graduate level course. Tuition for a part-time candidate completing the undergraduate core curriculum requirements is $20.00 per credit hour in the College of Business Administration and $18.00 per credit hour in the Evening Division.

A matriculation fee of $5.00 is charged the first time a candidate is enrolled unless he has previously enrolled in a degree program of any school or division of Loyola University.

A registration fee of $5.00 and a library fee of $5.00 are charged each semester the candidate is enrolled.

A non-refundable application fee of $5.00 payable to Loyola University must accompany an application for admission to the program.

Petitions

All student communications to the Graduate Studies Committee should be prepared in consultation with the Director on the appropriate petition form available from his office.

The petition should be used for seeking the waiver of any requirement of the Graduate Program or requesting review by the Graduate Studies Committee of any action taken by it relative to the petitioner.

Grades

The grading scale used is A, B, C, F(failure), I(incomplete), and W(withdrawn). Grade point averages are computed on a four point scale: A=4 points; B=3 points; C=2 points.

Students who for valid and pertinent reasons cannot meet all the requirements for the satisfactory completion of a course during its scheduled period of instruction must arrange with the instructor to receive a grade of incomplete (I) for the course. Failure to make this arrangement will result in a grade of failure (F), for the course.

Grades of incomplete (I) which are not removed within one year from date on which the course began are automatically converted to failure (F) on the student's record.

Official grade reports are issued by the Registrar of the University. Official transcripts of courses and credits may be obtained from the Registrar. One transcript is provided to the student at no cost. Each additional copy costs $2.00, except that if more than five are requested at any one time the charge for the third and subsequent copies is $0.50 each.

Class Meetings

Classes numbered 500 or over meet for one session of two and one half hours duration each week. The instructor has the privilege of lengthening this period if he deems it necessary. Additional sessions may be required at his discretion.

Classes numbered 300 or lower meet as prescribed by the Dean of the College of Business Administration or the Director of the Evening Division.

AUDITING OF COURSES

Any person desiring to audit a graduate level course is charged the regular tuition. Permission must be secured from the Director.

Persons desiring to audit an undergraduate core curriculum course are charged on the same basis as part-time students of the College of Business Administration. Permission of the Dean of the College of Business Administration is required.

WITHDRAWAL

A candidate wishing to withdraw must comply with the procedures as established by the College of Business Administration.

Withdrawal is initiated with the Director. Tuition refunds are at the discretion of the Treasurer of Loyola University. No refunds will be granted after the first three weeks of the semester have passed.

For additional, more specific information regarding the graduate program, see "Graduate Division, Loyola University Bulletin."

DEPARTMENTS OF INSTRUCTION

The courses of instruction in the College of Business Administration are numbered in accordance with the following plan: Lower Division courses, numbered from 100 to 299, are introductory and basic courses. Upper division courses, numbered from 300 to 399, are meant for juniors and seniors and usually require the lower division prerequisite courses.

Graduate courses are numbered in the 500 series and may be taken only with the specific permission of the Director of the Graduate Division.

The college credit allowed for a course is slated in terms of semester hours.

The following is a list of the key letters used to indicate the different courses of instruction:

Department	Course Key
Accounting	Acc.
Business Administration	B.A.
Business Sciences	B.S.
Business Law	B.L.
Economics	Eco.
Management	Mg.
Marketing	Mk.
Television	Tv.

The course numbering plan prevailing in the College of Arts and Sciences is the same as that which prevails in the College of Business Administration. Students from the College of Business Administration take courses in the following Departments of the College of Arts and Sciences:

Department	Course Key
Biology	Bl.
Chemistry	Ch.
Education	Ed.
English	En.
History	Hs.
Journalism	Jr.
Mathematics	Mt.
Military Science (R.O.T.C.)	MS
Modern Languages	Fr., Gr., Rs., or Sp.
Philosophy	Pl.
Physics	Ph.
Political Science	Psc.
Psychology	Psy.
Sociology	Sl.
Speech	Sh.
Theology	Th.

COLLEGE OF BUSINESS ADMINISTRATION UNDERGRADUATE COURSES

ACCOUNTING COURSES

Acc. 100 Basic Accounting. This is a one semester terminal course designed especially for Pre-Pharmacy students. Techniques and procedures of basic principles of accounting in recording business transactions, form, content and analysis of financial and income statements for retail pharmacy establishments are emphasized. 3 sem. hrs.

Acc. 105-106 Principles of Accounting. A basic course in accounting designed to familiarize all students registered in the College of Business Administration with the fundamental accounting principles and practices and with a background to business through accounting. Emphasis is placed on the modern concepts of "how" accounting is used in the business world plus an introduction of cost and managerial accounting. Laboratory drills will be devoted to problem solving. Practice sets are optional. Formerly, Acc. 101-102. 6 sem. hrs.

Acc. 203 Functional Accounting. This is a one semester terminal course designed especially for business administration students who have selected a field of business administration program other than the program in accounting. As a further preparation for his business career, using the fundamentals of accounting, the student is shown its application in the general fields of business. Analysis and interpretation of financial statements and budgeting are but a few of the concepts that will be studied. Prerequisite: Acc. 105-106 (Formerly, Acc. 101-102) or its equivalent. 3 sem. hrs.

Acc. 205-206 Intermediate Accounting. This course is designed to develop an understanding of modern accounting standards and concepts, acceptable form and techniques in the preparation of accounting statements. Detailed accounts are considered in both financial and income-determination statements. Special problems in corporate accounting, statement analysis, use of funds and cash flow are considered. Prerequisite: Acc. 105-106 (Formerly, Acc. 101-102) or its equivalent. 6 sem. hrs.

Acc. 305-306 Advanced Accounting. Principles and problems of advanced accounting relating to partnerships (including liquidation by installments), joint ventures, home-office and branch accounting, consolidated financial statements, corporate mergers and capital readjustments, foreign exchange, receiverships, fiduciary and fund accounting are covered. (Formerly, Acc. 303-304). Prerequisite: Acc. 205-206 or its equivalent. 6 sem. hrs.

Acc. 314 Federal Income Tax Accounting. This course introduces the student to the complexities of the Internal Revenue Code and related court decisions pertaining especially to the tax requirements of individuals. The mechanics of preparing various types of federal income tax returns is covered. Tax planning and research methods are introduced. Prerequisite: Acc. 203 or Acc. 205-206 or its equivalent. 3 sem. hrs.

Acc. 317 Cost Accounting. A course primarily designed to emphasize the managerial use of the principles and concepts of production cost control under job-order, process and standard cost systems, flexible budgets, joint products and by-products. It embraces adequate procedural material and thought-provoking cost accounting problems including material-labor-factory overhead costs, inventory valuation and measurement of income. (Formerly, Acc. 315-316) Prerequisite: Acc. 205-206 or its equivalent. 3 sem. hrs.

Acc. 318 Controllership Accounting. An elective course designed for the accounting program emphasizing accounting in industry. The case method approach will be used in solving practical business situations confronting an accountant in a business organization. The collection, marshalling, and interpretation of quantitative information, analysis of statements, problems arising from price level changes, and preparation of reports to be used by top management is intended to give the student maximum opportunity for independent thinking. Prerequisite: Acc. 317 or its equivalent. 3 sem. hrs.

Acc. 319 Municipal and Governmental Accounting. An elective course designed for study of budgetary control, systems, theory, and application of principles of fund accounting and reporting as applied to municipalities, other governmental units and institutions such as schools and hospitals. Emphasis is placed upon the accounts of municipalities and institutions, classification and use of funds, financial statements and reports. Prerequisite: Acc. 317 or its equivalent. 3 sem. hrs.

Acc. 323 Auditing Principles and Problems. This course acquaints the student with the procedures of conducting a general audit. The "how" and "why" of an audit program are developed in the light of current auditing standards. Emphasis is also placed upon ethics and responsibilities of the independent Certified Public Accountant in conducting an audit and upon the role and importance of internal control. The student is required to prepare a complete set of audit working papers and the statements that normally result from a general audit. Readings in current accounting and financial periodicals are required. Prerequisite: Acc. 305-306 (Formerly, Acc. 303-304) or its equivalent. 3 sem. hrs.

BUSINESS ADMINISTRATION COURSES

B.A. 105 Behavioral Science I. The basic concepts of sociology as they apply to institutional, group, and interpersonal relations in business and industry: status, role, institution, formal and informal organization, bureaucracy, stratification, community. 3 sem. hrs.

B.A. 106 Behavioral Science II. History of psychology: its basic principles, including experimental, learning, intelligence, clinical, tests and measurements. 3 sem. hrs.

B.A. 112 Mathematics of Finance. A course designed to provide a student with the basic use of mathematical principles and their application in business. It is primarily intended to focus attention toward solutions of problems confronting businessmen. Emphasis is placed on: ratio, proportion, and percentage; methods of solving simple and compound interest problems; discounts; series and binomial theorem; introduction to functional notation; construction and analysis of graphs; annuities; amortization; and introduction to statistics. 3 sem. hrs.

B.A. 202 Business Report Writing. Designed to aid the student in writing effective business reports, from inter-office memos to formal, printed reports. The emphasis is more on techniques than technicalities. Students are expected to be able to use correct grammar, spelling, and punctuation. 3 sem. hrs.

B.A. 210-211 Statistics. Collection, analysis and presentation of statistical data; principles of sampling; measures of reliability for testing and estimation problems; index numbers; time series analysis; business barometers and forecasting; the use of the normal curve. The application of calculus to business problems is included. Prerequisite: Six semester hours of College Mathematics. 6 sem. hrs.

B.A. 305-306 Legal Environment of Business. Employing an entirely different approach to the subject matter from that found in the typical Business Law course, this series of courses is a comprehensive and general analysis of the relation of law to business. It is designed to bring the student to a realization that the business community operates within the framework of the legal system. As back-ground material, the course emphasizes the role of law in our society; the recognition and protection of private property; and examines the contract concept as a basic source of rights and obligations. The relation of government to business in its regulatory role as well as the evolution of social values as crystalized into legal programs, such as Workmen's Compensation Statutes, Unemployment Compensation and Mechanic's Liens are essential features of this study. Prerequisite: Eco. 201-202. 6 sem. hrs.

BUSINESS LAW COURSES

B.L. 305-306 Business Law. Application of law to business transactions; fundamental ideas of law in general; business forms; contracts; agency; negotiable instruments; banking law; sales, personal property; partnerships and corporations; mortgages; real property; insurance; suretyship; and bankruptcy. Prerequisite: Eco. 201-202. 6 sem. hrs.

BUSINESS SCIENCE COURSES

B.S. 105-106 Techniques of Typewriting. A course in the fundamentals of typewriting designed to guide the students in attaining mastery of the keyboard and proficiency in the operation of electric and manual typewriters. 4 sem. hrs.

B.S. 201-202 Techniques of Shorthand. A study of the principles of Gregg Shorthand designed to aid the student in developing skill in reading, writing, and transcribing shorthand. Typewritten transcription is introduced in the second semester. (Formerly B.S. 103-104) 6 sem. hrs.

B.S. 205 Advanced Typewriting. A comprehensive review of all techniques and principles co-ordinated with extensive application of actual office problems designed to aid the student to develop superior ability in typewriting. 2 sem. hrs.

B.S. 309-310 Advanced Shorthand. Dictation and transcription of familiar and unfamiliar material designed to further the development of skill in transcribing from shorthand notes. Principles of Gregg Shorthand are continued with drills in vocabulary, phrasing, abbreviations, special terminology, and speed-building techniques. Prerequisites: B.S. 201-202 (B.S. 103-104). Formerly B.S. 203-204. 6 sem. hrs.

B.S. 311 Business Communications. A study of the principles of business communications with emphasis on structure and content of different types of written communications. Prerequisite: En. 101-102. Formerly B.S. 307. 3 sem. hrs.

B.S. 315-316 Secretarial Procedures. Instruction in the processing of mail, handling of appointments, ordering supplies, recording minutes of meetings, organizing and maintaining filing systems, operating basic business machines, banking, insurance, employee and payroll records, travel facilities, ordering and maintaining equipment, and communication services. Included in the course are career objectives, analysis of secretarial manuals and secretarial organizations, secretarial traits, and specific exercises in preparing letters of application, personal brochures, and scheduling interviews. Prerequisites: Senior standing—B.S. 309-310 (B.S. 203-204). Formerly B.S. 305-306. 6 sem. hrs.

ECONOMICS COURSES

I. Economic Theory, Economic Problems, Economic Policies

Eco. 200 Basic Economics. This is a one semester terminal course designed especially for Pre-Pharmacy students. **Credit** in this course cannot be substituted for either Eco. 201 or Eco. 202. The course involves a study of the elementary principles of production, value, distribution and consumption with a limited treatment of some of the major economic problems of society. 3 sem. hrs.

Eco. 201-202 Economic Principles and Problems. A Study of the application of the basic economic principles to the business world in operation. Economic structures; production; forms of business enterprise; value and price determination; domestic and foreign trade; money, credit, and banking development; distribution of wealth and income; the process of consumption; national income and product accounting; business cycles; trust and monopolies; transport; agriculture; labor; business financing, and government regulations. Prerequisite: Sophomore standing. 6 sem. hrs.

Eco. 321-322 Intermediate Economic Analysis. A comprehensive and intensive study of the nature, scope and methodology of economic science, and its application to the major economic issues of the contemporary society. The course follows the usual division of subject into "microeconomics" and "macroeconomics". The first semester's discourse analyzes the primary economic organisms (household and firm) which constitute the economy; their participation and interaction in the processes of production, consumption and exchange; and the consequent determination of such economic quantities as prices, outputs, inputs and consumptions. The second semester's study deals with the social (national) economy **in toto;** the magnitude and inter-relationship of the aggregate quantities (GNP, national income, total expenditure, employment, price levels) which measure its performance and growth; and the implications of these magnitudes and relationships for economic policy-making. In the development of the course the student will be introduced to the theoretical work of Ricardo, Marx, Marshall, Keynes, Schumpeter, Chamberlain, **et al.** Prerequisite: Eco. 201-202. 6 sem. hrs.

Eco. 325 Business Cycles. History of business cycles; anatomy and analysis of business cycles; growth and development; theories of business cycles; forecasting. Prerequisites: B.A. 210-211, Eco. 305. 3 sem. hrs.

Eco. 326 History of Economic Thought. A selective inquiry into the development of economic thought from the Mercantilists to contemporary economic theorists. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 330 Preface to Econometrics. Econometrics is a tool now widely used in economic research by government as well as business. This course is designed to give the student a basic understanding of the way econometrics deals with economic problems. Prerequisites: B.A. 210-211, Eco. 325. 3 sem. hrs.

Eco. 331 Labor Economics. A course combining a survey of the institutional and legal environment conditioning the conduct of industrial relations in the American economy with an application of economic analysis to the main issues of the labor market. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 332 Government and Business. A survey and assessment of the increasing and varied participation of government in the American economy. Attention is also given to the legal and socio-philosophical foundation of governmental participation in the economic process. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 333 Comparative Economic Systems. A study of the theoretical foundation and practical functioning of differentiated economic systems. Attention is also given to the doctrine of the Papal encyclicals on the fundamentals of economic organization. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 334 Economic Research. In this course, students will be required to choose a topic, to do research on it, and to produce a paper. At regular meetings, progress reports will be made, students will discuss these reports, will make suggestions to each other, and listen to suggestions by the Professor. A limited number of students will be admitted. Prerequisites: Eco. 325, Eco. 308. 3 sem. hrs.

II. Economic History

Eco. 313 Economic History of Europe. The basic forms of the modern free-enterprise economy were developed in Europe, and transplanted to America where they were modified and developed further. Thus, the American form of the modern economy can be fully understood only against the background of its origins in Europe. 3 sem. hrs.

Eco. 314 Economic History of United States. A survey of the outstanding developments since the Colonial days in agriculture, banking, transportation, labor and population, foreign trade and tariffs, and marketing. 3 sem. hrs.

Eco. 391 Economic Development in Historical Perspective. The history of economic development in modern times and various theories of economic development form the core of studies in this course. An attempt will then be made to assess the development possibilities of presently under-developed areas in the light of insights gained by the core studies. This course is also listed as Hs. 391. 3 sem. hrs.

III. International Economics

Eco. 301 Principles of International Trade and Economics. This course covers the theory of foreign trade, tariff theory, and international investment problems. Special attention is given to the history of trade, the economic bases for trade, balance-of-payments and foreign exchange problems. Formerly, I.T. 301. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 303 Latin American Economics and Trade. A survey of the outstanding economic and social developments in Central and South America. Much of the course is concerned with the Latin-American countries as sources of imports and as export markets, and major emphasis is placed on the Latin American area as an outlet for United States investment. Formerly, I.T. 303. Prerequisites: Eco. 201-202, Eco. 301. 3 sem. hrs.

Eco. 309 World Trade Markets. A survey of the present-day trade with selected regions of the world. Emphasis on the major imports and exports of Europe, Asia, Africa and Oceania; trade channels to and from the United States, especially the Mississippi Valley; trading methods and policies; commercial treaties; current exchange and commercial restrictions; foreign credit conditions and information; potentialities of trade among the regions. This course contemplates a study of general economic conditions and emphasizes methods of assembling and interpreting data on foreign markets. Formerly, I.T. 309. Prerequisite: Mk. 305 (Formerly, Mk. 301). 3 sem. hrs.

IV. Finance

Eco. 305 Money and Banking. Functions of money, monetary development in United States; nature of, functions, and instruments of credit; banking development in United States; the National Banking System; the Federal Reserve System; recent reforms; types and functions of banking institutions. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 307 Corporation Finance. Structures and forms of different types of business enterprise; the promotion and financing of business; incorporation laws; underwriting securities; working capital; distribution of dividends; financial policies; failures and reorganizations; responsibility of the corporation to its creditors, its shareholders, and the general public. Prerequisites: Acc. 203 or Acc. 205-206, Eco. 201-202.

3 sem. hrs.

Eco. 308 Public Finance. Public revenue and expenditures; theory and practice of taxation; the federal budget; government borrowing and debt management; special emphasis on the methods and purposes of fiscal policy in all of its ramifications. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 316 Investments. Principles of sound investment securities; markets for security issues; sources of financial information; interpretation of financial news and corporation data and reports; investment programs for individual and institutional investors; estate planning; regulation of investment markets; the Securities and Exchange Commission. Prerequisite: Eco. 305-307. 3 sem. hrs.

Eco. 340 Principles of Insurance. A course designed to acquaint the student with the basic principles of general insurance and a survey of the various types of insurance such as casualty, fire, life, health, accident, marine, etc. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 341 Fundamentals of Real Estate. A study of the basic fundamentals of real estate as a practical tool and as an introduction to actual job experience. Covers such topics as appraisals, management, land utilization, listings, real estate finance and home building. Prerequisite: Eco. 201-202.

3 sem. hrs.

MANAGEMENT COURSES

Mg. 338 Human and Technical Factors in Business Management. The purpose of this course is to acquaint the student with the principles, practices and problems of management in the business enterprise. The technical, economic, political, social and personal relationships, which constitute the total structure of the firm, are analyzed from the viewpoints of the social and behavorial sciences. Particular attention is given to the human problems arising from the growth of the giant, "assembly-line" enterprise. Prerequisite: Eco. 201-202.

3 sem. hrs.

Mg. 339 Public Relations. This course is designed to acquaint the student with the need for continuous communications between the management of a company and the various internal and external publics whose opinions are significant to the attainment of the company's objectives. Emphasis is placed on public relations as a responsibility and as a function of management. This is not a technical course in publicity or in techniques of public relations efforts. Prerequisites: B.A. 210-211. 3 sem. hrs.

Mg. 341 Collective Bargaining. Principles and Cases. The development of a national labor policy and its influences; an understanding of the background and techniques of collective bargaining imperative for students preparing for position of leadership in the business world. Prerequisites: Eco. 201-202. 3 sem. hrs.

Mg. 346 Administrative Practices. This course is designed to coordinate all of the courses of the business program, giving the student the opportunity to solve a series of business problems from the viewpoint of top management. The student will develop overall policies, translate these into administrative and operating rules and regulations, and then see that these are carried out through the lowest levels of management. The objective of the course will be the development of skills in implementing these plans and programs of action through people. Particular attention will be given to recognizing key problems developing solutions and alternative solutions to these problems, and undertaking the plan of action, with due consideration for the personalities and nature of the individuals and groups through which the required action must be carried out. 3 sem. hrs.

Mg. 350 Administrative Policies and Decision Making. This course presents the general problems and external and internal factors which stimulate top management to modify company policies. It explores the fundamental aspects of leadership in social organizations and the tools which are available for the use of the executive. Finally, it attempts to develop patterns of behavior, and reasoning which enables the student of administration to face change while assuming a reasonable degree of stability in his social grouping. Prerequisites: B.A. 210-211, Mg. 346. 3 sem. hrs.

Mg. 355 Managerial Accounting. A case method course designed to familiarize the student with the use of accounting data as a management decision making tool. It embrances a study of accounting statements and ratios as pertaining to an analysis of situations which the student will encounter in the management of a firm. This course is required of all non-accounting majors. Prerequisite: Acc. 203 or its equivalent. 3 sem. hrs.

MARKETING COURSES

Mk. 305 Marketing Management I. This course serves to acquaint the student with the nature and scope of marketing management and is a prerequisite for all other marketing courses. It surveys the areas in which decisions must be made in developing and implementing marketing programs at all levels of distribution with particular emphasis on the producer level. A written report covering the development of a marketing program for a product is required of all students. Formerly, Mk. 301. Prerequisites: Eco. 201-202; B.A. 210-211. 3 sem. hrs.

Mk. 306 Marketing Management II. Presents an analytic approach to marketing problems. The management point of view predominates with emphasis on decision making. Recent developments in the behavorial sciences, (mainly economics, psychology, and sociology) are considered. Factors affecting marketing decisions are discussed and evaluated. The actual areas for decision-product, marketing channels, price, promotion, and location are investigated. Case problems are included to give the student competence in determining problems, alternative solutions, and the most effective action to be taken. Prerequisite: Mk. 305. 3 sem. hrs.

Mk. 308 Advertising. Fundamentals of advertising; layouts and writing of copy; advertising agencies and media; psychology in advertising; assigned problems and demonstrations. Prerequisite: Mk. 305. 3 sem. hrs.

Mk. 310 Marketing Research. Analyze business problems and basic research design. Basic methods of collecting data are discussed. Problems are formulated, sources of information determined, data collection forms prepared, samples designed, information collected, tabulated and analyzed and the research report prepared. Cases as well as actual problems are used. The application of marketing research to motivation, product, advertising, and sales control research is discussed. Prerequisites: B.A. 210-211; Mk. 305. 3 sem. hrs.

Mk. 320 Retailing. A study of methods currently preferred by leading types of retailers in planning and managing their activities. Prerequisite: Mk. 305. 3 sem. hrs.

Mk. 331 Theory in Marketing. Marketing institutions and practices are analyzed in terms of the entire economy rather than with individual firms. The relationship between economic theory and marketing and the improvement of the analytical processes and tools of marketing constitute elements of the course. The changing composition and concentration of population, changing income levels and patterns

of purchasing, effect of governmental regulation, and the maintenance of competition are included also. Prerequisite: Mk. 305. 3 sem. hrs.

Mk. 360 Marketing Psychology. The purpose of this course is to introduce the student to the principles, practices, and problems of marketing psychology. The primary emphasis will be in acquainting the student of marketing with the place of industrial psychology in the modern marketing scene. Such topics as human relations in industry, human engineering, psychological motivation, and industrial psychological testing will be analyzed and discussed. Prerequisite: Mk. 305 3 sem. hrs.

Mk. 361 Advertising Psychology. The purpose of this course is to give the student: (a) A broad perspective and penetrating understanding of advertising—its functions in our way of life, its role in business, how it works, how it is produced, its challenges, and the opportunities it offers for creative expression, and (b) To demonstrate how psychological principles and research have contributed to improvements in advertising techniques. Prerequisite: Mk. 305. 3 sem. hrs.

TELEVISION COURSES

All Tv. Courses are sequential; i. e., Tv. 221-222 must be preceded by satisfactory work in Tv. 111-112, etc.

Tv. 111 Introduction to Radio, Television, and Film. The history and growth of radio and the motion picture and the particular influence of these industries on the development of television broadcasting. 3 sem. hrs.

Tv. 112 Introduction to Television. The development of commercial and educational television with a survey of its dimensions, structures, principles, practices and legal aspects. 3 sem. hrs.

Tv. 221 Radio and Television Acting. Acting for radio and television with attention given to voice and diction, script analysis, and characterization as they relate to microphone and camera. 3 sem. hrs.

Tv. 222 Radio and Television Announcing. A course designed to develop the basic skills required for effective performance in announcing situations provided by the broadcast media. 3 sem. hrs.

Tv. 313 Technical Aspects of Television Studio Operation. Practical demonstrations of the workings of the physical plant in the production and transmission of television broadcast. 3 sem. hrs.

Tv. 314 Television Studio Operation. A laboratory course in the operation of television equipment including the use of cameras, lights, microphones and related studio equipment. 3 sem. hrs.

Tv. 315 Directing for Television. A study of television directing techniques including duties of the director and related personnel, program analysis, staging for the camera, camera cutting and switching, rehearsal procedures, control room techniques, use of special effects, and directorial styles. 3 sem. hrs.

Tv. 316 Producing for Television. A study of production techniques with emphasis on the creative and executive aspects of the producer's problem. The student originates the program idea and plans its development through to completion. 3 sem. hrs.

Tv. 317 Programming. A study of the objectives and methods in commercial and public service programming. Problems of Programming in relation to audiences, markets, coverage, station policies, budgets and facilities. 3 sem. hrs.

Tv. 318 Television Studio Management. A study of the organization and management of the television station with emphasis on the functions and interrelationship of its various departments. The duties of the personnel in the operations and facilities branches of the station are examined. 3 sem. hrs.

Tv. 319 News and Public Affairs. The role of television as a vehicle for news and the broadcast of events outside the television studio. Formats for news are examined with attention to programs related to public affairs. 3 sem. hrs.

Tv. 320 Educational Television. A study of the uses, potentialities and current developments in educational television, including non-commercial educational television and closed-circuit television used as a teaching method. 3 sem. hrs.

COLLEGE OF BUSINESS ADMINISTRATION GRADUATE COURSES

BUSINESS ADMINISTRATION

B.A. 500 Elements of Behavioral Sciences. A systematic study is made of the fundamental concepts and principles of sociology, psychology, and anthropology as they contribute to the understanding of business activities. 3 sem. hrs.

ACCOUNTING

Acc. 500 Contemporary Accounting Theory and Problems I. An analysis and evaluation is undertaken of currently acceptable accounting standards and conventions with emphasis placed upon pronouncements of authoritative groups. Contemporary problems are related to the application of these standards and conventions. 3 sem. hrs.

Acc. 501 Contemporary Accounting Theory and Problems II. Standards and techniques underlying the preparation of consolidated financial and operating statements are studied. Contemporary problems relating to consolidations are included. 3 sem. hrs.

Acc. 502 Advanced Auditing. Auditing techniques and procedures in relation to contemporary problems and acceptable auditing standards are studied. 3 sem. hrs.

Acc. 504 Data Processing Principles, Methods, and Controls. The course is designed to acquaint the student with modern data processing principles, methods, and controls. The student is introduced to actual machine programming and operations in order that he may evaluate types of equipment for solving data processing problems. Accounting control and auditing techniques and problems are discussed. Specific case problems are programmed. 3 sem. hrs.

Acc. 508 Advanced Cost Accounting. An interpretation and evaluation of concepts of production and distribution costs are studied for managerial control purposes. 3 sem. hrs.

Acc. 510 Research in Taxation. The methodology of research in federal income taxation is examined. Emphasis is placed on applied research to tax problems. The intent is to develop research techniques and the ability to reach conclusions and to make recommendations predicated upon a synthesis of code, regulations, and court decisions. 3 sem. hrs.

Acc. 520 Seminar in Accounting. Selected problems and topics in accounting are examined. Permission of the graduate faculty in accounting is a prerequisite. 3 sem. hrs.

Acc. 522 Tutorial in Accounting. Individual reading and research in a selected area is conducted under the direction of a member of the graduate accounting faculty. Permission of the individual faculty member is a prerequisite. 3 sem. hrs.

ECONOMICS

Eco. 500 National Income and Employment Analysis. The course treats systematically the concepts and methods used in national income accounting and reviews theories relevant to national product and income stability. 3 sem. hrs.

Eco. 501 Studies in Business Cycle Theories. The contributions of leading economists to theories of the business cycle are examined. 3 sem. hrs.

Eco. 502 The Structure of Industry. The institutional and market structures and activities of the principal industries of the United States are studied. 3 sem. hrs.

Eco. 504 Wage Theory and Practice. The course covers the wage theories of Ricardo, Mill, and Marx, productivity theories, wage structures, long-run trends in real wages, and the problems of a general wage theory. 3 sem. hrs.

Eco. 506 Social Security. The course is concerned with institutional and economic aspects of social security programs in the United States and selected foreign countries. 3 sem. hrs.

Eco. 508 Advanced Studies in the History of Economic Thought. The principal theoretical analyses and policy recommendations of prominent economists from the Mercantilists to the present are studied. 3 sem. hrs.

Eco. 510 International Finance. Foreign exchange and investment problems are intensively studied. 3 sem. hrs.

Eco. 512 Theory of Economic Development. General theories of economic development, from classic to Keynesian, are explored to serve as a basis for comparison and discussion of the present partial theories of underdevelopment. 3 sem. hrs.

Eco. 513 Economic Development in Underdeveloped Countries. The course consists principally of case studies selected to illuminate the diversity of problems defying theoretical generalization. 3 sem. hrs.

Eco. 520 Seminar in Economics. Selected problems and topics in economics are examined. Permission of the graduate faculty in economics is a prerequisite. 3 sem. hrs.

Eco. 522 Tutorial in Economics. Individual reading and research in a selected area is conducted under the direction of a member of the graduate economics faculty. Permission of the individual faculty member is a prerequisite. 3 sem. hrs.

MANAGEMENT

Mg. 500 History of Management Thought. The writings of Owen, Fayel, Follett, Taylor, Sheldon, and other leaders in management thought are studied. 3 sem. hrs.

Mg. 502 Managerial Economics. Economic theory, both qualitative and quantitative, in context with business practices is presented with the intent of demonstrating its value in decision making and forward planning. 3 sem. hrs.

Mg. 504 Quantitative Decision Methods. The course surveys quantitative methods useful in decision making for managers. Linear programming, probability theory, queuing theory, game theory, and symbolic logic are included. 3 sem. hrs.

Mg. 520 Seminar in Management. Selected problems and topics in management are examined. Permission of the graduate faculty in management is a prerequisite. 3 sem. hrs.

Mg. 522 Tutorial in Management. Individual reading and research in a selected area is conducted under the direction of a member of the graduate management faculty. Permission of the individual faculty member is a prerequisite.
3 sem. hrs.

MARKETING

Mk. 500 Advanced Marketing Management I. A study is made of marketing from a management point of view with decision making orientation. Marketing concepts that are measurable, appropriate, and useful are developed.
3 sem. hrs.

Mk. 501 Advanced Marketing Management II. Mathematical models and methods useful in marketing are developed. The course requires a basic knowledge of college algebra.
3 sem. hrs.

Mk. 502 Marketing Problems. Marketing problems originating from complex economic, political, and social developments are appraised. 3 sem. hrs.

Mk. 504 Development of Marketing Theory. The writings of economists for an understanding of pre-1900 marketing theory are studied. Special emphasis is placed upon the contributions to current marketing theory of contemporary writers. 3 sem. hrs.

Mk. 520 Seminar in Marketing. Selected problems and topics in marketing are examined. Permission of the graduate faculty in accounting is a prerequisite. 3 sem. hrs.

Mk. 522 Tutorial in Marketing. Individual reading and research in a selected area is conducted under the direction of a member of the graduate marketing faculty. Permission of the individual faculty member is a prerequisite. 3 sem. hrs.

ARTS AND SCIENCES COURSES[10]

Course No.			Sem. Hrs.
		ENGLISH	
En.	101-102	Freshman Composition	6
En.	201-202	Survey of English Poetry and Prose	6
		HISTORY AND POLITICAL SCIENCE	
Hs.	101-102	Western Civilization	6
Hs.	201-202	Survey of United States History I and II	6
Psc.	101-102	American Government I and II	6
		MATHEMATICS	
Mt.	111-112	Fundamentals of College Mathematics	6
Mt.	125-257	Unified College Algebra and Trigonometry—Analytic Geometry and Calculus I	10
Mt.	257-258	Analytic Geometry and Calculus I and II	6
Mt.	259-260	Analytic Geometry and Calculus II and III	6
Mt.	260-352	Analytic Geometry and Calculus III—Ordinary Differential Equations	6
Mt.	347-348	Elementary Mathematical Statistics	6
Mt.	361-362	Advanced Calculus	6
Mt.	393	Programming Mathematical Problems for Digital Computers	3
		MILITARY SCIENCE	
MS.	101-102	First Year Basic	4
MS.	201-202	Second Year Basic	4
MS.	301-302	Third Year Advanced	6
MS.	351-352	Fourth Year Advanced	6

[10] Consult the Bulletin of the College of Arts and Sciences for course descriptions.

MODERN LANGUAGE

Fr., Gr., Rs., or Sp.	101-102	First Year College Course	6
Fr., Gr., Rs., or Sp.	201-202	Second Year College Course	6

PHILOSOPHY

Pl.	201-202	Logic—Metaphysics I	6
Pl.	301-302	The Philosophy of Human Nature—Ethics	6

LABORATORY SCIENCES

Bl.	107-108	General Biology	8
Bl.	201-202	Comparative Anatomy of the Vertebrates—General Embryology	8
Ch.	111-112	General Chemistry	8
Ch.	211-212	Inorganic Quantitative Analysis I and II	8
Ph.	201-203	General Physics	8

PSYCHOLOGY

Psy.	102	Introductory Psychology	3
Psy.	103	Experimental Methods	3
Psy.	105	Elementary Statistics	3

SOCIOLOGY

Sl.	101-102	Introductory Sociology—Social Institutions	6
Sl.	205-206	Social Problems I and II	6

SPEECH

Sh.	101-102	Fundamentals of Speech	6
Sh.	200	Introduction to the Theatre	3
Sh.	201-202	Dramatic Interpretation	6
Sh.	203-204	Public Speaking and Debate	6

THEOLOGY

Th.	105-106	Introduction to the Old Testament—The Quadriform Gospel and the life of Christ	4
Th.	213-210	The Church and the Sources of Revelation—Dogma I	4
Th.	309-310	Dogma II — Dogma III	4
Th.	311-312	Catholic Marriage—Eschatology	4

DEGREES CONFERRED

BACHELOR OF BUSINESS ADMINISTRATION

May 28, 1963

Kenneth Joseph Aucoin
Paul Emanuel Ayo, Jr.
Karl Robert Bakken
Jeanne Antoinette Berthelot
William Dorr Bogart, Jr.
Albert Cameron Boyd
Thomas Michael Brahney, III
Virginia Ann Carlson
Thais I. Carriere
John Hunter Chavanne
John Lacher Cleveland
John Myrle Coman
Walter Greaves Cowan, Jr.
Margaret Mary Crisham
John Michael Cumberland
Carol Margaret Curry
John Joseph Dardis
Harry A. Dawson, Jr.
Ralph Anthony Dazet, *Cum laude*
Charles Isidore Denechaud, III
Richard Stephen Derbes
Gerald Joseph Desselle
Robert Anthony DeWitt
Virginia Frances Discon
Mary Katherine Doyle
Yvette Adrienne Ducote
Raymond Anthony Falgout
James Roch Foley, III, *Cum laude*
Barbara Ann Gilbert
Leo Jean Giroir, Jr.
James Clarence Glaeser
Thomas J. Grace
Sharon Strehle Gremillion
Peter Phillip Guarisco
Justin Jared Hendricks
Frank Hough Jemsek
Ann Carolyn Johnson
Sue J. Kalkhurst
Robert Frank Kiefer
Judith Ann LaCour
Henry Michael Lambert
Laurence Emigh Larmann
John Leslie LeBlanc
Brenda A. Levy
William John Luscy, III
Mildred Yount Manion
Constance Ann Marquer
Emory Hubert Miller
Granville Anthony
Anne Marie Morvant
Dimitri Morvant
Jules Jacob Mumme, III
Eugenie Evelyn Nalty
Patrick Raymond O'Dowd
Alexander Joseph Ortalano
James Frederick Oster
Yolanda O. Palermo
Joy Ann Palmisano
Charles Noel Phillips
Harry Peter Prieto, Jr.
Robert Michael Raphael
Gretchen Marie Renz
Edward Joseph Rice
Audrey Marie Satterlee
Timothy George Schafer
Sandra C. Schmedtje
Richard Barba Shields
Lois A. Shirer
Eugene A. Smythe
Joan D. Steadman
Jack Junior Thiele
George William Vollenweider
Wilfred Vosberg, Jr.
Joseph John Weigand, Jr.
Sidney Patrick Weigand
Helen Daniel Whiteman, *Cum laude*

August 30, 1963

Thomas Joseph Bevans
Edward August Bosworth
Edward Clinton Cronin, Jr.
Patrick Lee Gailey
John Hill Harty
James Kepper Lagarde
John Victor Marsiglia
Malcolm Reece McMillin

DEAN'S HONOR LIST

MAY, 1963

FRESHMEN (3.0)

John W. Babst, Jr.
Mary M. Cloutier
Gerald W. Cochran
Anna J. Cortazzo
Donald P. Delatte
William G. Deris
Barbara A. Diehl
Elaine V. Engler
June A. Glas
Eileen A. Hill
John H. Linden
Kathleen McGoey
Anthony T. Mandina, Jr.
Veronica S. Marsho
Joseph M. Murphy, Jr.
Kathie Ann Pearse
Karen M. Perrier
Michael A. Phelan
James E. Ryder
Robert J. Tusa
Carolyn L. Vila
Joseph J. Vizzini
Kivi J. Walonen

SOPHOMORES (3.0)

Gilbert B. Beck
Martha A. Behrens
Robert J. Bentel
Francis Celino, Jr.
Craig J. Cimo
Ann M. Culotta
Donald D. Drury
John E. Gebrian
Joan M. Gisevius*
Vivianne M. Gomez
Louis G. Greer
Richard A. Hammel
Mary Dianna Holt
Diane S. ImMasche
Nancy C. Lawler
Jules E. LeBon, III
Jose O. Matus
William C. Niemann
Robert L. Perez
Winn Soldani
J. F. Spickermann, Jr.
Ralph J. Stich
Mary E. Tucker
Charles T. Walet, Jr.

JUNIORS (3.5)

J. Dowell Brown, III
Luis I. Ingles
Gary J. Schwartz
Jeannette M. Villarrubia
David W. West

SENIORS (3.5)

John H. Chavanne*
Ralph A. Dazet
Robert A. DeWitt
James R. Foley, III
Thomas J. Grace
Ann C. Johnson
John L. LeBlanc
Brenda F. Levy
Constance A. Marques
Patrick O'Dowd*
Joy Palmisano
Beauregard J. Parent, Jr.
Richard B. Shields
Sidney P. Weigand
Helen D. Whiteman

*Straight "A" average.

DEAN'S HONOR LIST

JANUARY, 1964

FRESHMEN

William R. Arbelle
Thomas John Blasi
Edward Brown
Milton John Cook
Monica Cummings
Linda Freeman
Lauralee Horil
Herman Klein
Patrick T. Leach
Russell M. Marchand
Stephen O. Medo
Louis J. Meyer
Mary J. Molony
Dorothy M. Rodi
Sarah Schumacher
Nancy Yates

SOPHOMORES

David Cambre
Donald P. Delatte
William G. Deris
Luis V. Dominiguez
Roscoe L. Douglas
Elaine V. Engler
June A. Glas
Winifred B. Greenlees
William H. Harris
Peggy A. Kleinschmidt
Elwood LeBlanc
Mary A. Lonergan
David J. McMahon
Mary H. Miner
Kathie A. Pearse
James E. Ryder
John E. Stephens
Ralph J. Stich
Robert J. Tusa
Carolyn L. Vila
Joseph J. Vizzini
Kivi Walonen

JUNIORS

Craig J. Cimo*
James S. Conner
Elaine W. Guillot
Robert L. Perez
Mary Tucker*

SENIORS

J. Dowdell Brown, III*
Robert M. Caswell
Joan Gisevius*
Margaret Heine
Jeannette M. Villarrubia

*Straight "A" average.

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OF THE

COLLEGE OF BUSINESS ADMINISTRATION

LOYOLA UNIVERSITY

1963-64

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DR. JOSEPH DIAZ, *First Vice-President*

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MARILYN ARNOULT, *Secretary*

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on the

UNIVERSITY ALUMNI COUNCIL

1963-64	1964-65
JOHN C. FUCHS, JR.	JOHN C. FUCHS, JR.
CLIFTON MEAUX	CLIFTON MEAUX
RAY T. BURAS	ROLAND HYMEL
M. JUDSON CRANE	JULIAN G. BOUDIER

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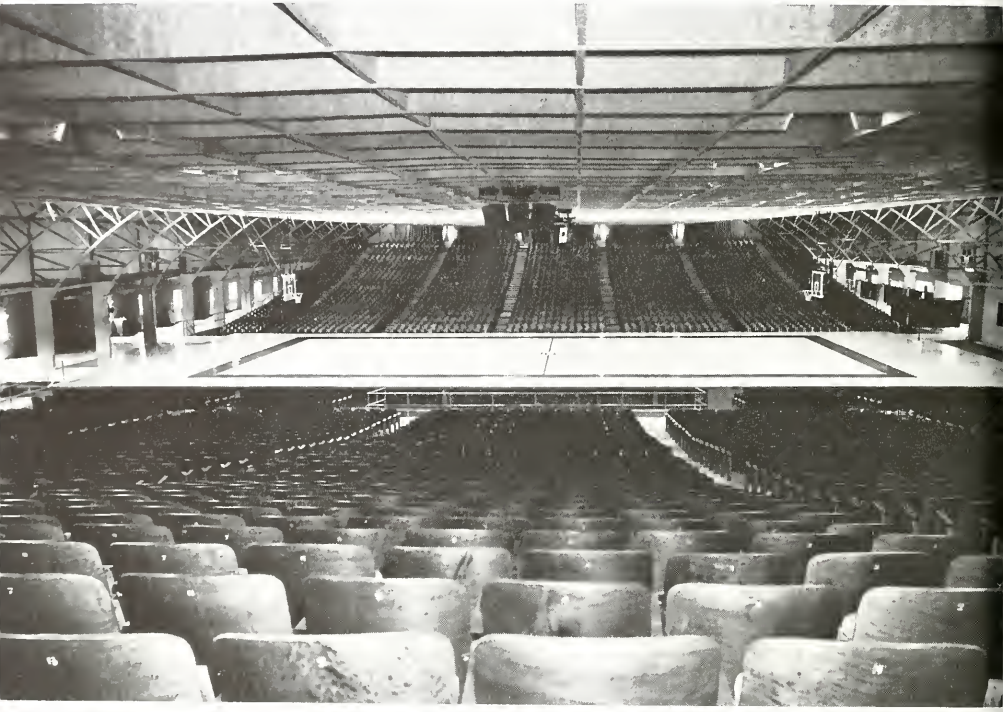

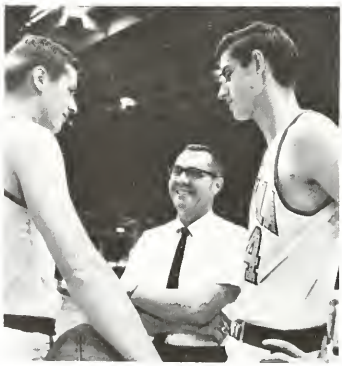

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